



The
TARKIN
IDEAL
JULY 1945

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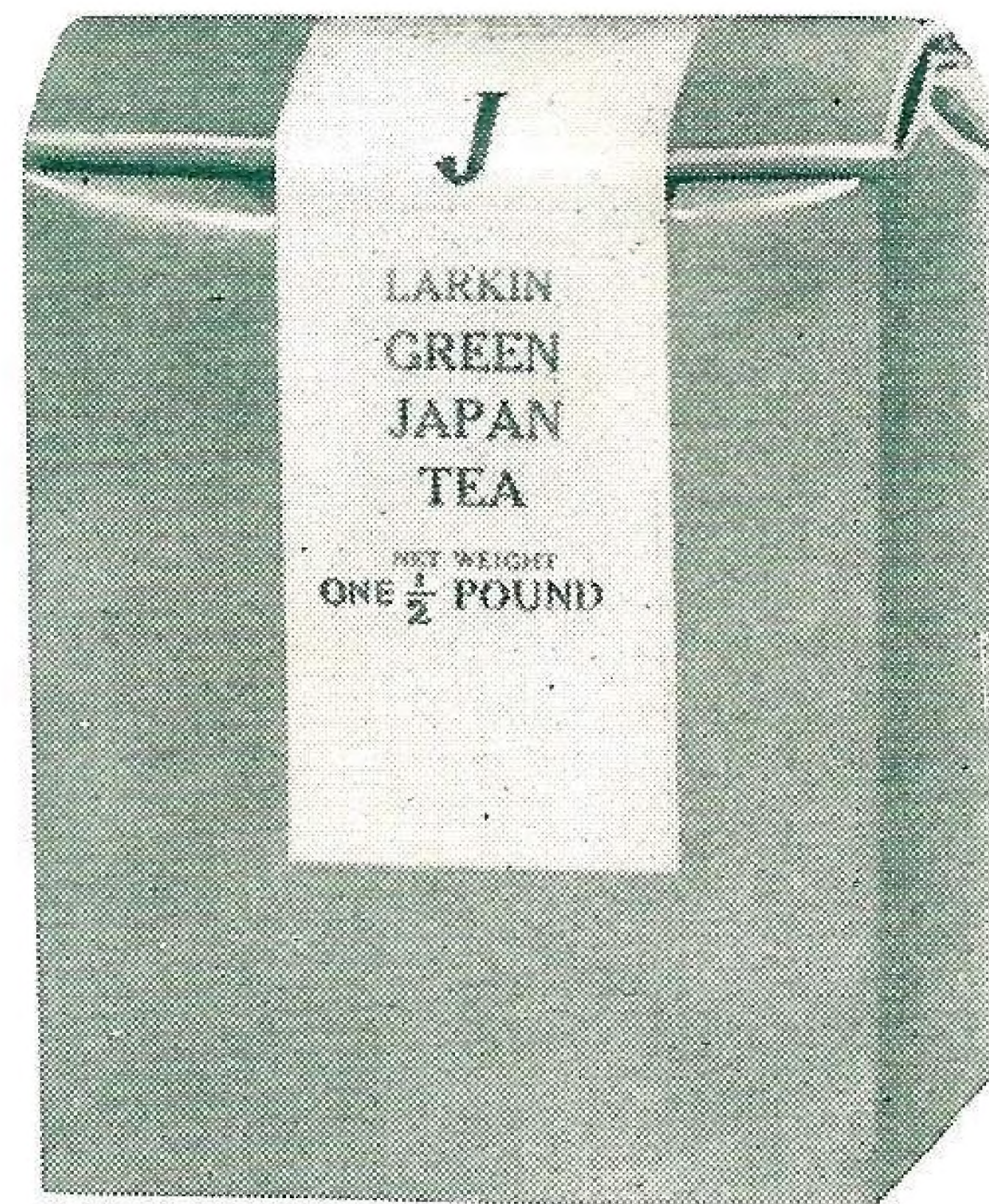
TELL your Club Members and other friends about the high quality of these popular summer products and they will welcome the opportunity to purchase from you. In addition to their orders - better order some extras for emergency calls and don't overlook your own requirements. Stock up.

Use the "Mid-Summer Sale" Order Blank, page 5.

Larkin

Teas

Fragrant, delicious, refreshing—that's Larkin Tea. It's the careful selection, the cleanliness and care in their preparation that give Larkin Teas their great popularity.



Green Japan
Gunpowder
Uncolored Japan
Blk. & Gr. Mixed
Blk. Eng. Breakfast
Blk. Formosa Oolong

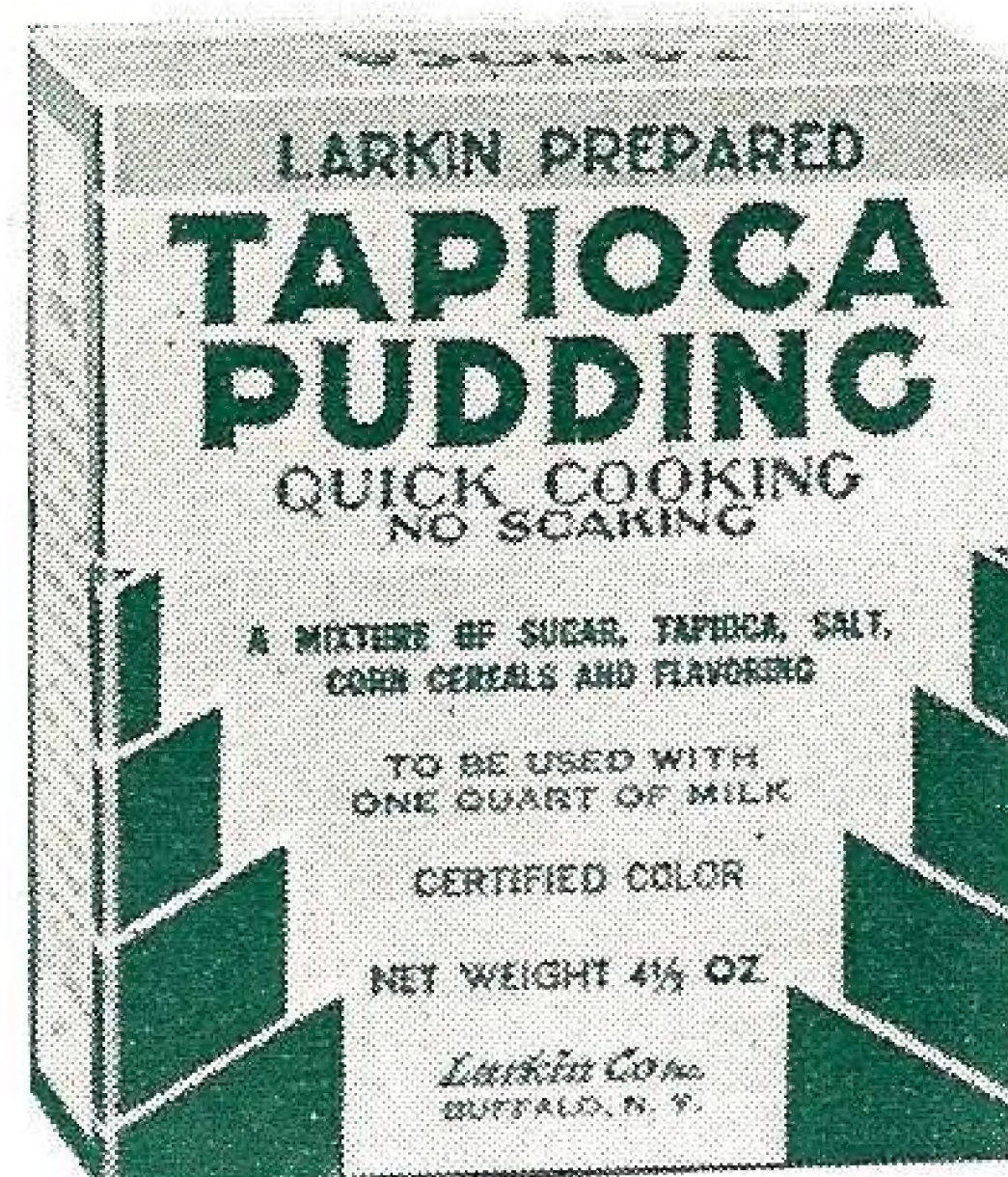
Mlg. wt. 1 lb. 2 oz.

1/2-lb. bag,

2 for 38c

**SPECIAL
Cash Price**

(Regularly 45c)



Mlg. wt. 3 1/4 lbs.

Tapioca Pudding

The most popular of all desserts.

4 1/2-oz. pkg.,

10 for 45c

**SPECIAL
Cash Price**

(Regularly 60c)

Ice Cream Powder

Chocolate or Vanilla

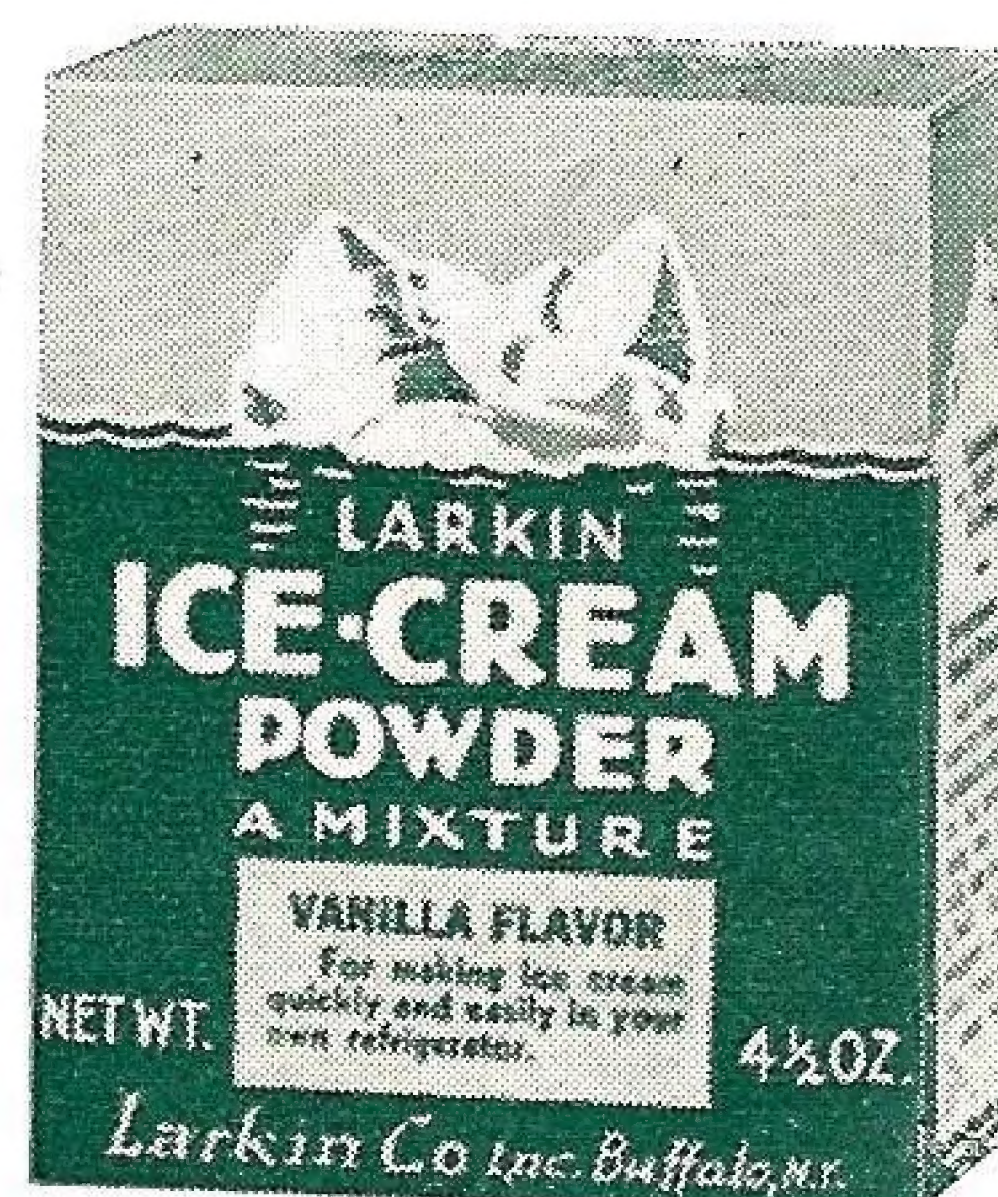
The appropriate dessert. One package—six servings.

4 1/2-oz. pkg.,

5 for 25c

**SPECIAL
Cash Price**

(Regularly 35c)



Mlg. wt. 1 lb. 10 oz.

MID-SUMMER SALE PRICES, GOOD UNTIL August 31, 1936

Guaranteed Products

Larkin Pie Mixture



Mlg. wt. 1 3/4 lbs.

If you want to serve a delicious dessert try Larkin Pie Filling Mixture.

Choice of: **Lemon, Chocolate, Cream**

4 3/4-oz. pkg.,

5 for 30c
SPECIAL
Cash Price

(Regularly 37 1/2c)

Root Beer Concentrate

One bottle makes 5 gallons of the most delicious root beer and at small cost. Not difficult to make. Full directions with each bottle. A popular year around drink.



Mlg. wt. 1 3/4 lbs.

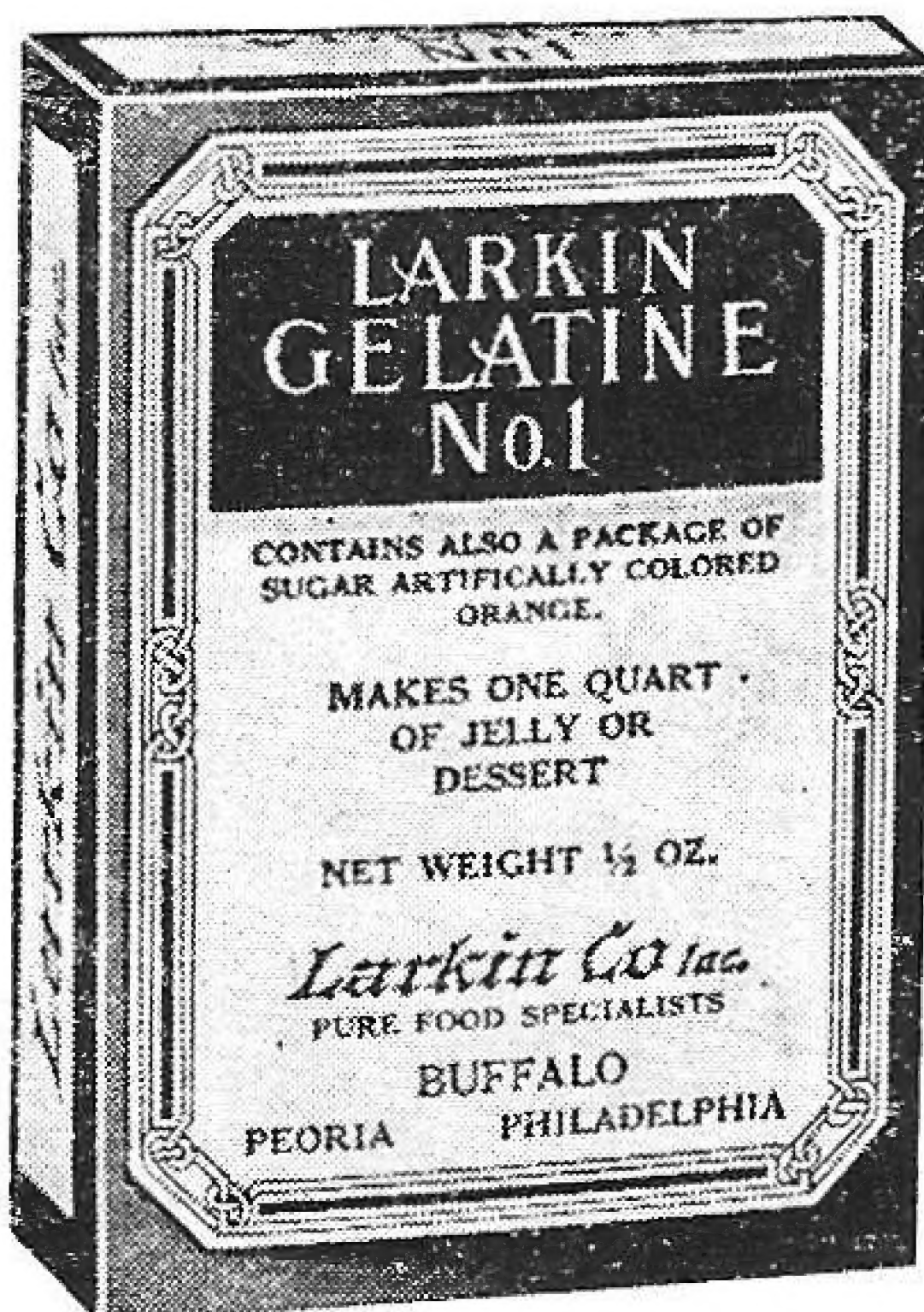
3-oz. bottle,

3 for 45c
SPECIAL
Cash Price

(Regularly 52 1/2c)

Larkin Gelatine

No. 1 Orange Color No. 2 Rasp. Color



Mlg. wt. 7 oz.

Pure unsweetened gelatine. A package of sugar in your choice of either Orange or Raspberry color with each package for coloring and sweetening.

Orange or Raspberry

5 for 30c
SPECIAL
Cash Price

(Regularly 37 1/2c)

Whip-It

Your cream and whites of eggs will whip much easier and quicker when you use Larkin Whip-It. Just add a few drops and whip.



Mlg. wt. 1 lb.

2-oz. bottle,

3 for 27c
SPECIAL
Cash Price

(Regularly 37 1/2c)

Larkin Cocoa



Mlg. wt. 2 3/4 lbs.

Because it is **100% pure**, Larkin Cocoa does not leave a sediment. Perfect for fudge, caramels, cake, icing, etc.

1/2-lb. pkg.,

5 for 23c
SPECIAL
Cash Price

(Regularly 30c)

Baking Chocolate

This is a rich, full-bodied, unsweetened chocolate. Guaranteed pure chocolate and is approved by the standards set by the United States Department of Agriculture. Laboratory tested and controlled materials.



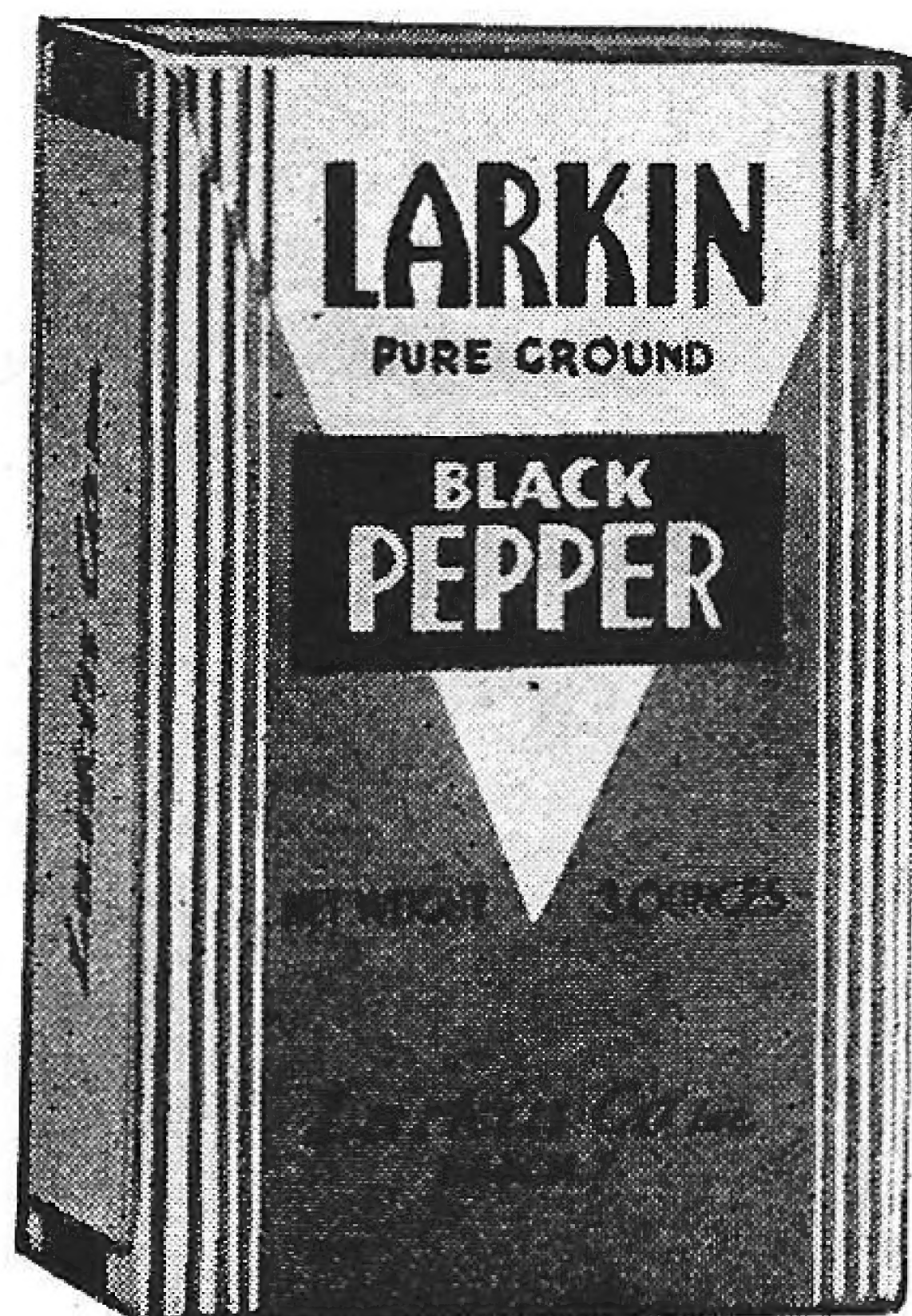
1/2-lb. bar,

Mlg. wt. 1 3/4 lbs.

3 for 30c
SPECIAL Cash Price
(Regularly 37 1/2c)

MID-SUMMER SALE

Black Pepper



Mlg. wt. 1 1/4 lbs.

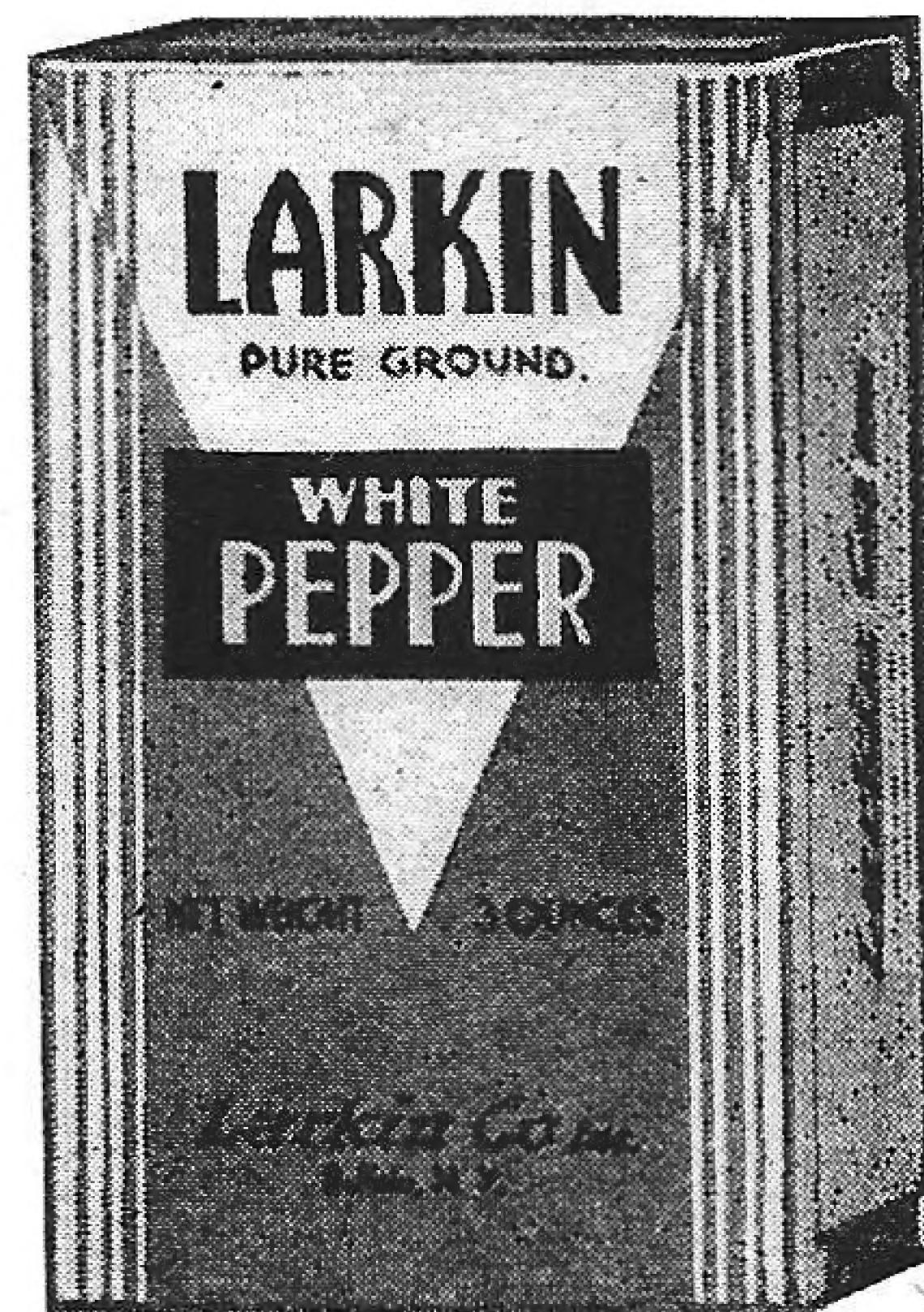
Larkin Black Pepper comes from Singapore and is a very fine pepper with a very pungent flavor and is steel-cut.

3-oz. pkg.,

5 for 30c
SPECIAL
Cash Price

(Regularly 37 1/2c)

White Pepper



Mlg. wt. 13 oz.

Like Black Pepper, Larkin White Pepper comes from Singapore and is steel-cut. It is noted for its very fine pungent flavor.

3-oz. pkg.,

3 for 25c
SPECIAL
Cash Price

(Regularly 30c)

Cloves



Mlg. wt. 14 oz.

Larkin Ground Cloves are popular because of the full rich flavor which is obtained from the choicest "buds".

2-oz. pkg.,

5 for 30c
SPECIAL
Cash Price

(Regularly 37 1/2c)

Cinnamon



Mlg. wt. 1 1/4 lbs.

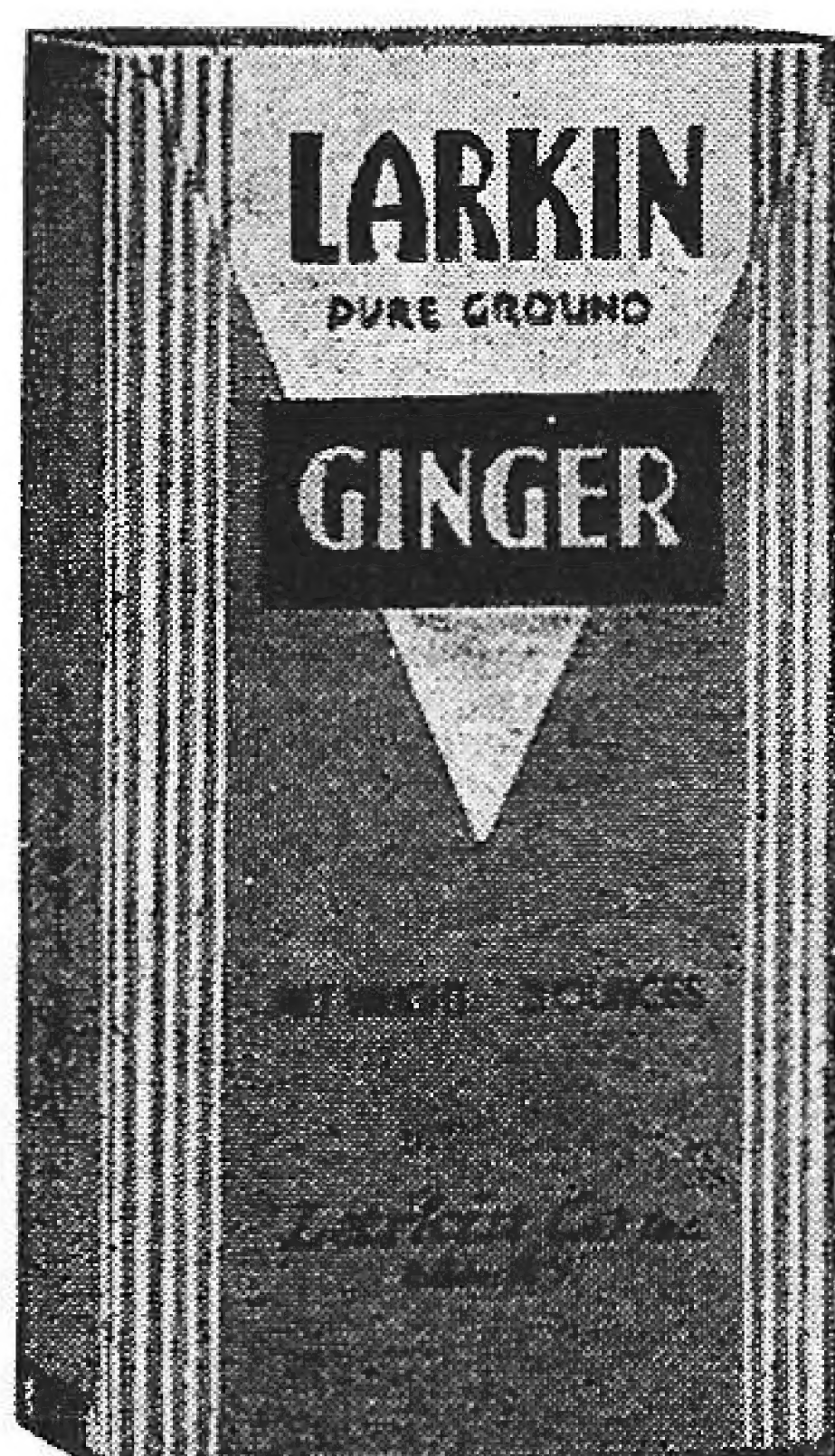
Ceylon and Saigon Cinnamon bark is blended in Larkin Cinnamon to produce the most delicious cinnamon flavor obtainable.

3-oz. pkg.,

5 for 30c
SPECIAL
Cash Price

(Regularly 37 1/2c)

Ginger



Mlg. wt. 1 lb.

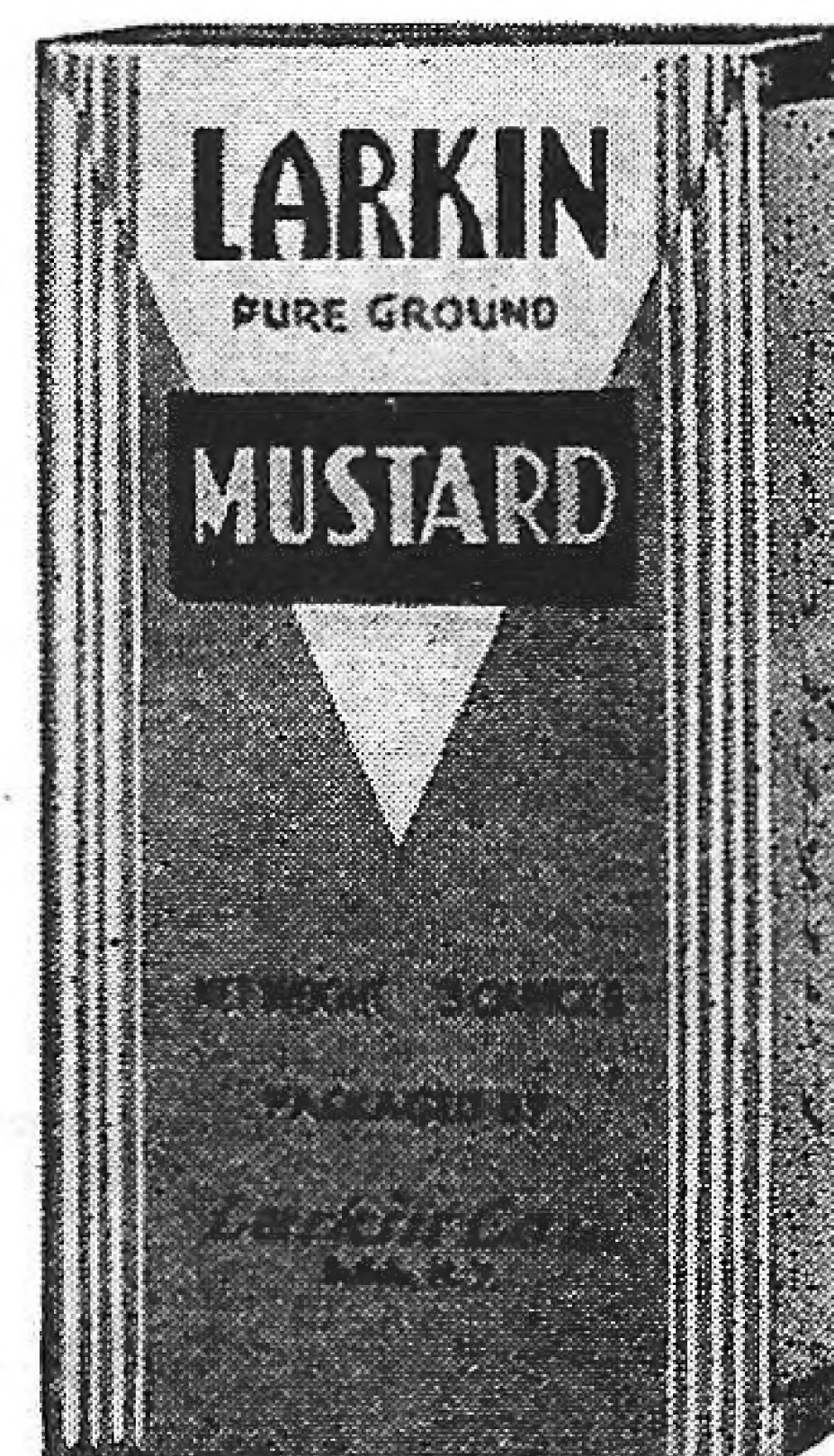
Only the finest lemon ginger root from Cochin, China is used in Larkin Ginger. This gives it its spiciness and full flavor and 100% purity.

3-oz. pkg.,

5 for 30c
SPECIAL
Cash Price

(Regularly 37 1/2c)

Ground Mustard



Mlg. wt. 1 lb.

Only the choicest English yellow and brown mustard seed is used in Larkin Ground Mustard. No hulls or low-quality seed — 100% pure.

3-oz. pkg.,

4 for 30c
SPECIAL
Cash Price

(Regularly 36c)

MID-SUMMER SALE



Mlg. wt. 1½ lbs.

Onion Salt

Larkin Onion Salt is a great favorite with many housewives for flavoring soups, meats, salads, etc., wherever the distinctive zest of onion flavor is desired.

2½-oz. sifter jar,

3 for 30c

**SPECIAL
Cash Price**

(Regularly 37½c)

Nutmeg

Larkin Nutmeg is noted for its rich, pleasant flavor. It is steel-cut.

GROUND-3-oz. pkg.,

3 for 25c

(Regularly 30c)

WHOLE-pkg. of 10,

5 for 30c

**SPECIAL
Cash Price**

(Regularly 37½c)



Mlg. wt. 12 oz.



Mlg. wt. 1¼ lbs.

Paprika

Larkin Paprika has become a popular favorite with Larkin customers for garnishing salads, dusting over potatoes, etc. Adds a decorative touch. Very similar to sweet red pepper.

1½-oz. sifter jar,

3 for 30c

**SPECIAL
Cash Price**

(Regularly 37½c)

Envelopes No. 3

Fine white, linen finish envelopes of excellent quality to match Writing Paper No. 4 which fits into them perfectly. Smart, long-pointed flaps. Size, 3-5/16 x 5-5/16 in. Also fits paper from Larkin Writing Tablet No. 8.

Mlg. wt. 2¼ lbs.



Pkg. of 50

5 for 40c

**SPECIAL
Cash Price**

(Regularly 50c)

Celery Salt

For those who prefer a light, bland flavor, Larkin Celery Salt is the leader in many kitchens. It is very popular for seasoning meats, soups, gravies, etc.

2½-oz. sifter jar,

3 for 30c

**SPECIAL
Cash Price**

(Regularly 37½c)



Mlg. wt. 1½ lbs.

Writing Paper No. 4

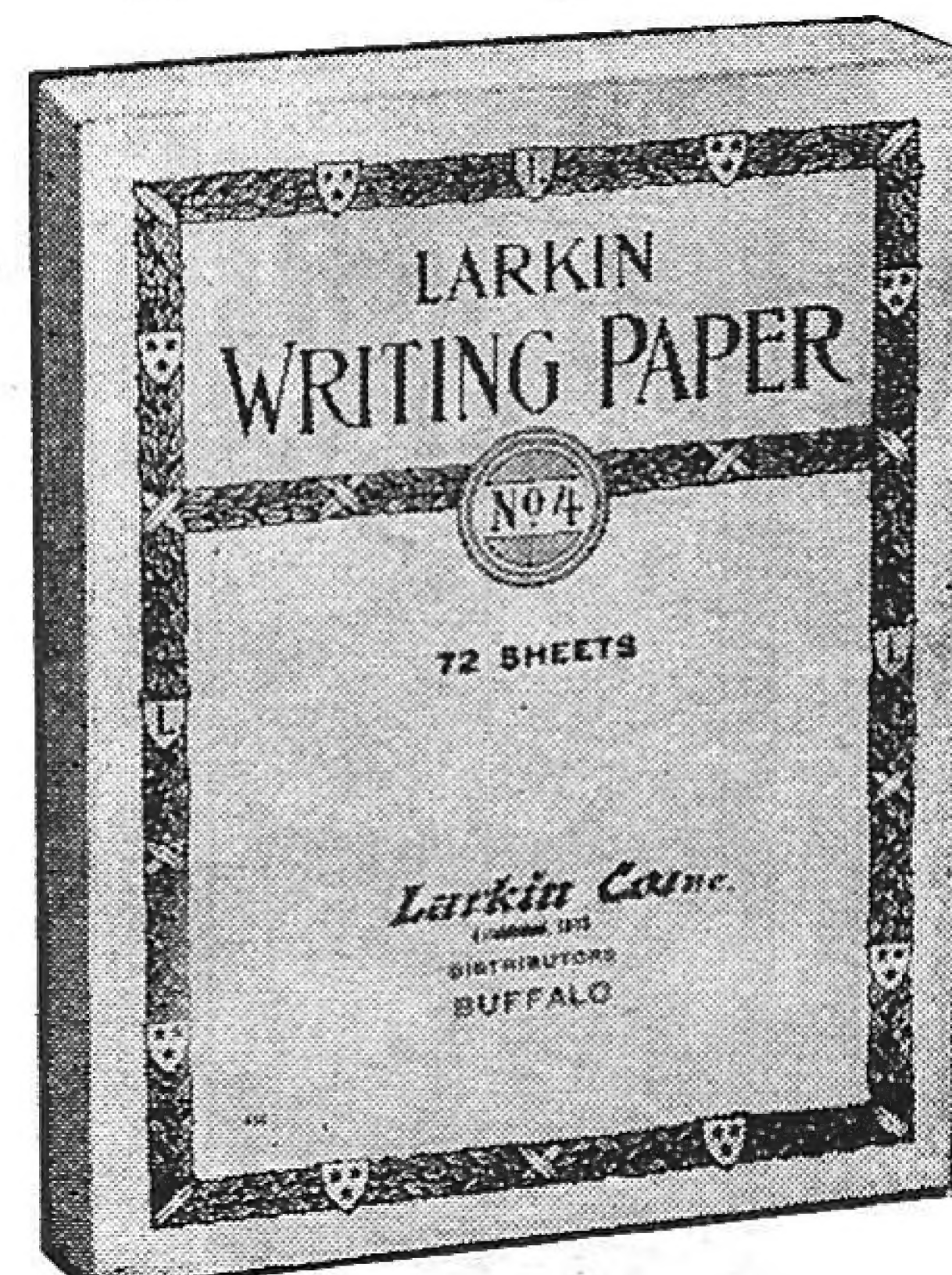
High quality, linen finish, pure white and unruled. Size, 5½ x 6½ in. Matches and fits Envelopes No. 3 perfectly.

72 sheet pkg.,

5 for 65c

**SPECIAL
Cash Price**

(Regularly 75c)



Mlg. wt. 4 lbs.

MID-SUMMER SALE

Dry Clean-It

Non-inflammable.

Does all that gasoline, benzine, etc., will do, without the danger the use of such fluids entails. Removes grease and oily spots from dresses, waists, suits, gloves, kid shoes,

1/2-pt. bottle,

3 for 50c

**SPECIAL
Cash Price**

ribbons, ties, belts, collars, silks, satins, velvets and cloth materials. Cleans type-writer keys.



Mlg. wt. 3 1/2 lbs. (Regularly 60c)

Cedar-Oil Polish

For dusting, cleaning and polishing all kinds of woodwork, Larkin Cedar-Oil Polish

has no superior. It is made from the finest cedar oil, together with other high quality oils that are particularly helpful in producing a lasting brilliance.

1/2-pt. bottle,

3 for 45c

**SPECIAL
Cash Price**

(Regularly 60c)



Mlg. wt. 3 1/2 lbs.

Cleaning Paste

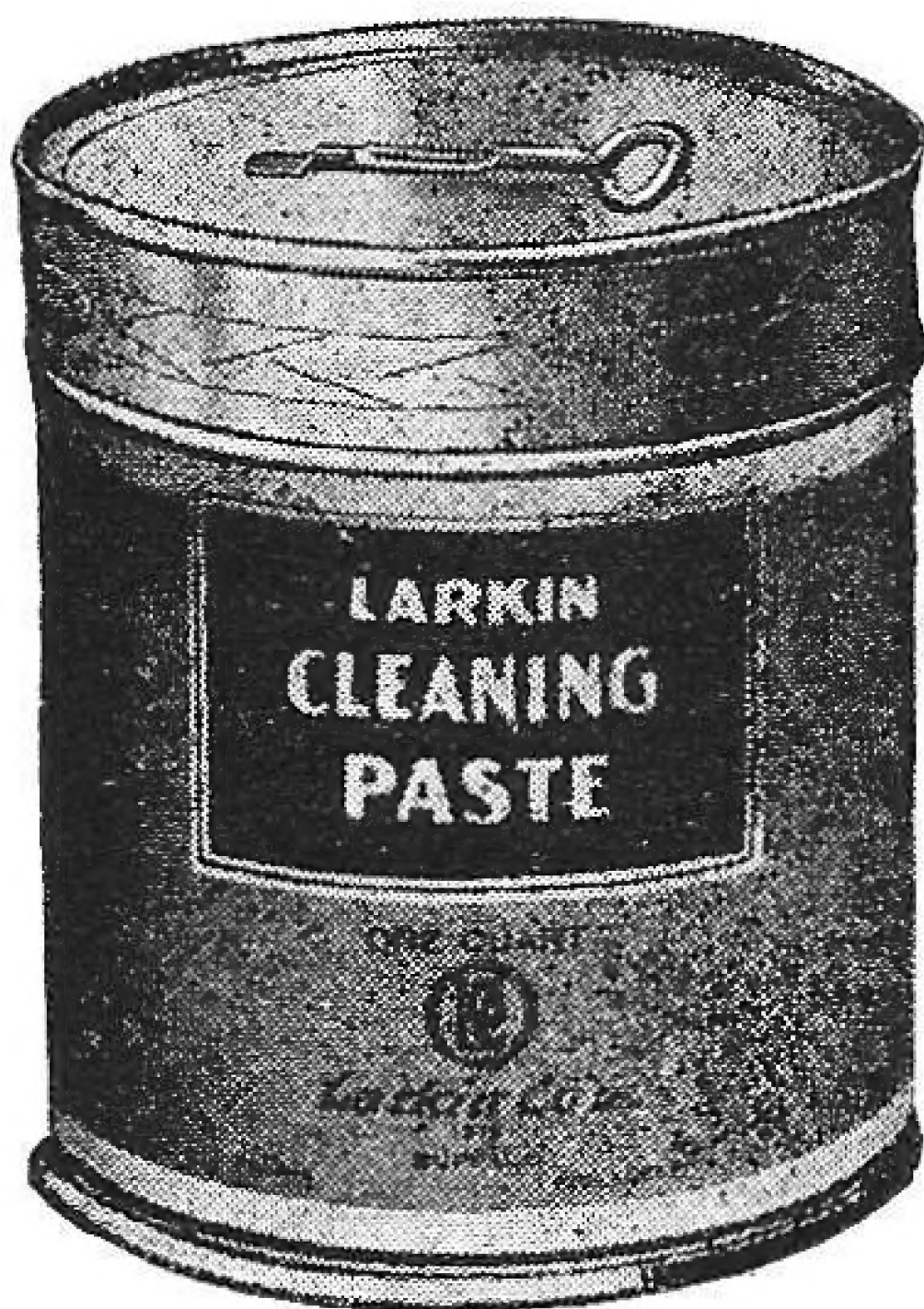
Quickly and easily removes dirt and grease from painted surfaces and woodwork, leaving them clean and spotless. Ideal for white woodwork. Often saves the cost of refinishing.

1-qt. can,

3 for 48c

**SPECIAL
Cash Price**

(Regularly 60c)



Mlg. wt. 7 lbs.

Drain-Pipe Cleaner

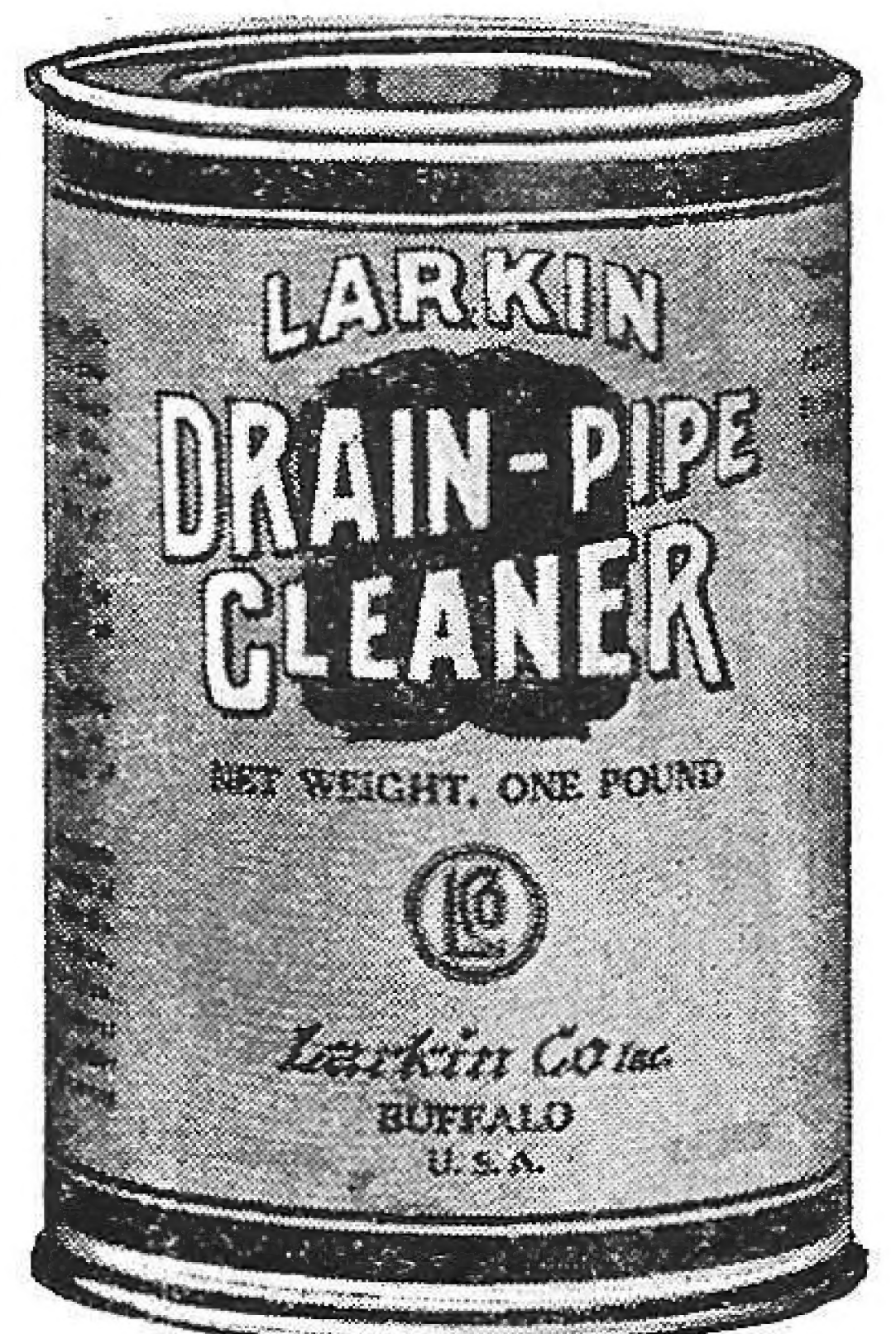
Used once a week, you, will always have sanitary drains. Removes stoppages in drains, sinks, bathtubs, water closets, laundry tubs. Will not injure plumbing or porcelain.

1-lb. can,

3 for 48c

**SPECIAL
Cash Price**

(Regularly 75c)



Mlg. wt. 3 1/2 lbs.

Larkin Borax

For general household and medicinal use. Makes fine laces and thin muslin look like new. Bleaches woolens. Used with starch gives gloss to clothes.

1-lb. pkg.,

5 for 35c

**SPECIAL
Cash Price**

(Regularly 45c)



Mlg. wt. 5 1/4 lbs.

Nikral

Grease and grime disappear almost magically with the aid of this wonderful, new general cleaning compound. Cleaner and water softener in one.

11-oz. pkg.,


5 for 30c

**SPECIAL
Cash Price**

(Regularly 37 1/2c)




Mlg. wt. 4 lbs.




You can be lovely


by Louella Leonard



Maud wore, for her motor trip, Navy Blisterine,
 "Wash, but needn't iron it, peace of mind 'twill mean,"
 Mother at the Woman's Club, spoke with ease and grace,
 And she was a charming sight, in her lovely lace!

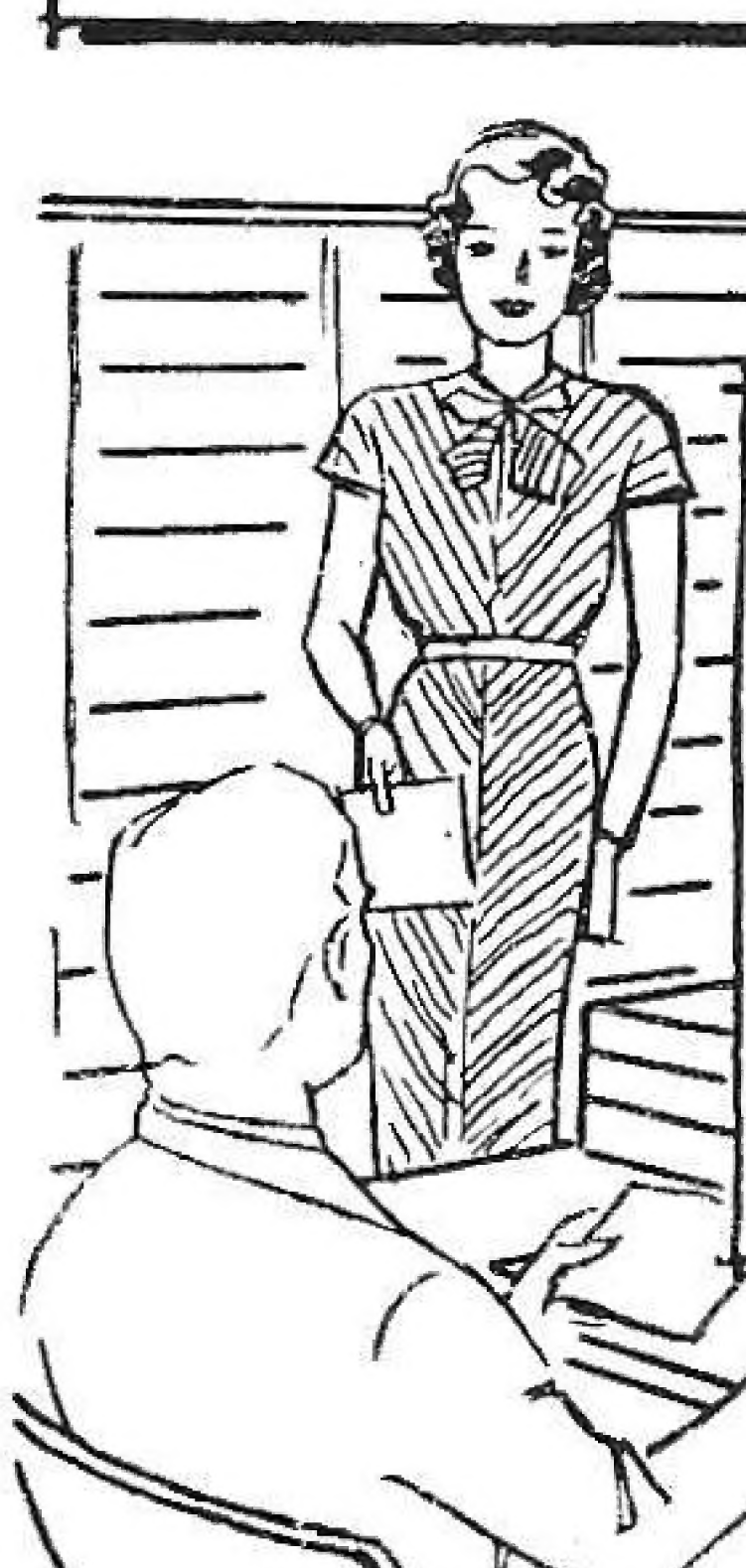


Polly in a polka dot, headed for the beach,
 Sue in Shantung went along, pretty as a peach.
 Kitty for the Country Club, showed a taste correct,
 Sport Style, with its vivid stripes, as you might expect.




Daisy in a formal gown,
 Partners praised, while cut-
 Gladys at a garden fete,
 Simply, yet so smartly,

at the dance was seen,
 ting in, "Say your dress is keen!"
 made a hit one day,
 dressed in her new pique!



Betty's boss commended her for her office clothes,
 Suited to a business girl, as you may suppose,
 Little Anne in organdy, looking sweet and cool,
 Trotted off with happy pride to the dancing school.



Dress for every time and place, dress for every age,
 Simple styles, conservative, new ones, all the rage,
 Smart and stylish, chic, correct, would you look that way?
 Here's the answer, just two words, and they're

"Edna May."



VOLUME XXXII No. 7
JULY, 1936

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By LARKIN CO Inc.

When You Sell Larkin Cosmetics You Sell Beauty and Happiness!

EVERYONE of us longs to make a real contribution to the life and happiness of our friends. Only thus do we feel that we are playing a useful part in the service of our neighbors and of our community.

Thus it has been a pleasure over the years to see homes blossom forth with new furnishings that spell better living for the family and an inviting air of hospitality to friends that cross the threshold. Every Larkin Premium you have placed in the home of a Club member or customer has represented a far greater value than just the mere value of the furnishing itself. In the last analysis it has meant that home has been the sweeter because of the idealism about it you have enabled your neighbors to express.

And Here's Further Satisfaction

And equally satisfactory is the selling of apparel, cosmetics and toiletries to your friends and neighbors. Here, too, you sell happiness as well as personal adornment. For, after all, one's outlook on life is influenced tremendously by one's personal appearance.

How true it is that just the donning of fresh raiment helps to make the world look brighter. Perhaps you have spent a busy day with house-keeping duties. Perhaps you have come in tired from a busy business day. What more refreshing in the world than the pleasure of slipping into a new, colorful frock? It fairly makes a new being of you, doesn't it?

If that be true of the wardrobe, how infinitely more is it true about

one's personal toilette. A little time well spent before the mirror with the proper creams, lotions, face powder, etc. and the tired worn self has departed along with the passing away of the grime and dirt of a busy day. One turns from the mirror with the sense not only of rest and relaxation, but with the poise and satisfaction of one ready for whatever good things the world holds in store. It can almost be said that one has been completely renewed!

Time Profitably Spent

Now that Larkin Secretaries are to receive 50% Coupon Reward on all Larkin cosmetics the time spent on introducing Larkin creams, lotions, powders, perfumes, etc., to their friends and neighbors is time profitably spent. It is a business which will pay you, as they say, big dividends.

And while primarily you seek these "dividends" in Larkin Coupons which you can exchange for lovely things for your home and your own personal wardrobe and adornment, do not overlook these other dividends of satisfaction which come from brightening the lives of the women of your community. Teach them that beauty, relaxation, health and a new outlook on life may be theirs at very little expense. Teach them that the youth which is expressed in the becomingness of their dainty Edna May frocks should have its proper accompaniment

in faces radiant through the judicious use of cosmetics.

American women are coming to recognize that attractive make-up is absolutely essential if they are to look their prettiest. The dressing table which lacks a proper selection of cosmetics for the wise care of one's personal appearance is a sure sign of a thoughtless attitude. What a delightful pleasure awaits you in the introduction of Larkin cosmetics and toi-



lettries to your Club members, customers and friends. Knowing something as you do of the beauty, quality and high character of Larkin toilet preparations, you appreciate the favor you are conferring when you urge your friends to buy Larkin toilet preparations. You know, for instance, that in Larkin talcum powder only the finest imported talc is used. You know that this talc is not only ground but "bolted," which means that it is sifted through several layers of fine-mesh silk to take out every particle of dust or grit.

You know that Larkin cleansing creams cannot be compared with the ordinary run of creams found in stores at anything like the price. You know that they represent only the most highly refined ingredients, so pure and effective in their cleansing qualities that they not only remove dirt that soap and water will not touch, but at the same time invigorate the pores of the skin and give a healthy glow of youth.

Thus we might go on through the whole line of Larkin toiletries. But why should that be necessary? You, undoubtedly, have your favorite Larkin toilet preparations. If you have once experienced the satisfaction of a shampoo with Larkin Egg Shampoo, what could we add that could say more than your own personal experience with its satisfactory after-glow of cleanliness? For you have seen the results of the cleansing and stimulating qualities of our careful blend of coconut oil, olive oil soaps and whites of eggs.

And what more refreshing after a tiring day than even just a drop of Larkin Eau de Cologne, so inspiring in its fragrance that, as one might say, it fairly "lifts" one.

If your friends have not known the exhilaration which comes from their favorite odor in Larkin Perfume, introduce it to them.

Your Own Hearty Recommendation

If you have personally used our tooth paste or tooth powder there will be no doubt about your own enthusiastic recommendation. Yet, your friends will be interested to know that such a fine all-purpose



**Larkin cosmetics are the product of
ever-alert chemists**

tooth paste can only result because Larkin tooth paste is prepared by the most experienced chemists from the purest ingredients, in the finest of laboratories.

A Larkin Secretary remarked recently that her greatest problem was the skepticism of some of her Club members and customers about the quality of Larkin toilet preparations because they were priced so low. Said this Secretary: "I am so often confronted with the question from my friends: 'How can they be so pure and good and fine as you say, when they are priced so low?'"

Of course, that has been a question which she has answered in two ways. First, by telling her friends how Larkin factory-to-family prices undersell the average market, enabling folks to buy far superior quality for less money. But always her second and most convincing argument has been the inducement of her friends "just to try" the toilet preparations suggested. After that, future sales of the Product to the same customer are assured.

In approaching new people, be sure to emphasize the iron-clad Larkin Guarantee of satisfaction or money refunded. There are no "ifs" and "ands" about the Larkin Guarantee. It means just what it says: "Satisfaction or Money Refunded!"

One never thinks of the iron-clad guarantee of satisfaction without a picture coming to mind of the Larkin chemists in their laboratories bringing to the manufacture of Larkin toiletries and pharmacals the very

last word in experience and knowledge. Thus we have given Larkin Eudentine as the most remarkable mouth wash and disinfectant on the market.

And thus they are now announcing Larkin San Tablets, the very last word for personal cleanliness in feminine hygiene.

Larkin Products Well Known

The probability is that to few people, indeed, whom you approach will the name "Larkin" be new. So often you will find yourself approaching women who say: "Oh, yes, I know how good Larkin toilet preparations are. Before I was married we used them in our home for years, but I just haven't known where to get them lately. I am so glad you called." Indeed, one of the happiest experiences in Larkin selling is this renewing and reviving of old Larkin ties on the part of folks who through removal to other cities or the establishment of new homes of their own have lost a Larkin contact. They often turn out to be the best customers, particularly when their own memories of previous years are flooded with pictures of the sweet and lovely homes in which they grew up.

Remember the Double Reward

In last month's Larkin Idea Mrs. Chas. McLaughlin of Pennsylvania told of the amazing variety of Larkin toilet preparations which she sold in just a single day's calls among her friends and neighbors. Why not start off on a pleasant adventure like hers yourself? Could anything be more alluring than the fact that you get \$5 in Larkin Coupons for every \$10 worth of Larkin toiletries that you sell?

Well, we can think of just one thing that might be more inviting and that is to sell a series of three \$10 orders for these preparations under a Larkin \$30 Neighborhood Order Agreement. If you do that within four month's time you add \$3 in Larkin Coupons as a reward for fulfilling one of these simple, easy agreements. You can read all about these Agreements on pages 10 and 11 of this issue of The Larkin Idea.

\$5 Larkin Coupons

The Editor of The Larkin Idea is eager to hear from Secretaries who are finding the new 50% Coupon Reward on cosmetics, toiletries and pharmacals a grand way to earn Larkin Coupons. Share your experience with other Larkin Secretaries.

Every letter of 300 words or over, giving hints on successful ways in which you have introduced Larkin toilet preparations and pharmacals to your friends and neighbors which finds its way into The Larkin Idea will receive \$5 in Coupons.

"50% Coupon Rewards Will Refurnish My Home"

by

**Mrs. Ezra Zorn
of New York**

IT is always a joy to work for Larkin Co and when I received the notice of the amazing offer of 50% Coupon Rewards on toiletries, cosmetics and pharmacals up to and including page 29 of the spring-and-summer catalog, as well as Hosiery No. 377, 378, 379 and 383 on page 42, I said: "Here is where I get busy and earn Reward Coupons to refurnish my home with much-needed furniture."

I thought I would see what I could do in one day by devoting my spare time. I worked seven hours and took orders for \$27.37 worth of toiletries, cosmetics and pharmacals. I told my friends I was trying to make a record on selling the above preparations.

While I was working this order I got a new Economy Club-of-10 which will mean \$100 worth of business. I also sold dresses.

On my \$27.37 order I earned \$13.64 in Coupons and on the dress order of \$12.21 I earned \$6.10 in Coupons. And sending my Club in Neighborhood Orders I will earn \$35 in Coupons. Thus you may know how happy I was over this day's work.

I shall continue to put in my spare time in this manner, so that I may be able to earn paint, furniture and many other things for my home. It seems to me that every Secretary would be so happy over this generous



Mrs. Ezra Zorn

offer that Larkin Co would have sufficient increase in business to pay them for allowing this additional Coupon Reward to the Secretary. I hope all Secretaries will show their appreciation by increased orders!

Most Orders from Factory Workers

by

**Mrs. Ora Lawson
of Virginia**

I SHALL endeavor to explain my interest in the \$30 Half-Price Agreement and how I get my orders.

I am a housewife with only an average income in my family, that is why I decided to carry out the \$30 Half-Price Agreement. It is a great help to me and my neighbors and friends. By this plan I am able to furnish my home with many nice articles which I have earned through my Coupon Rewards. My friends also profit by and appreciate such an opportunity to buy these outstanding bargains. They realize the quantity and quality of the Larkin Products cannot be equalled elsewhere for such a low price.

In getting my orders my friends are always glad to add a few cents extra so that I may cover the cost of transportation.

I live close to a large Shirt Factory where there are about four hundred girls and boys employed. Most of my orders come from these people. They are paid semi-monthly and are willing to pay in advance for their orders because they are acquainted with the promptness of the Larkin Co.

As my household duties are heavy I have set aside one night each week to call for orders from my neighbors. Usually my order is \$10 or more by the end of the month.

I have dealt with the Larkin Co for the past eighteen years and have received many nice Premiums including rugs, curtains, clothing, etc.

I have never in all my experience with this company received an order which has not been perfectly satisfactory in every detail. The company is fair and square in every way and I feel I have gained for myself and my friends in dealing with them.

Very Welcome News!

by

**Mrs. Benjamin Miller
of Indiana**

I HAVE never received any news that was more welcome than the announcement of the 50% Coupon Reward on toiletries, cosmetics, and pharmacals, the same as we have been getting on Edna May Apparel. This surely does help out in piling up Coupons and getting the extra things a housewife likes to have about her home.

I took my catalog when I received the news and started out for orders and in two hours had an order for \$10.

Aiming Higher

by

**Mrs. Lewis Ellis
of New Jersey**

I AM reorganizing my Club-of-10, which will be my fourth one and I hope I can increase my sales as much in the future as I have in the past.

For the first Club I received \$54.15 in Coupons; the second, \$87.20 in Coupons and for the third, \$200.15. I am a long way from the required amount of credits for the Buffalo trip (letter written Mar. 19), but I am going to work even harder to increase my sales than I have in the past. Last year I sold 73 dresses and hope to do much better this year.

Five of my previous Club members were very glad to have the opportunity to join the new Club. One member is a new user of Larkin Products. She became interested through purchases of friends of hers. Another new member had belonged to another Larkin Club and is very anxious to complete her set of china, so she has taken two shares. The last two members belonged to Larkin Clubs a few years ago.

At the present time I have this Club-of-10, two Dress Clubs and the Larkin Pantry. Through these plans I find it very easy to obtain things for our home and ourselves.



Sell Midsummer Specials

Values on opening pages of the
Larkin Idea will help you to
fulfill a Neighborhood Order Agreement

family needs. And, of course, your Club members, your customers, your friends and neighbors will want to have the benefits of these money-saving prices, too.

Where is a home, for instance, that will not want at least three packages of Baking Chocolate? And think of being able to offer the folks around you five packages of Cocoa for less than a quarter! It will

pay you to visit every home where there are school children to give those friends and neighbors the opportunity to stock up on this helpful food item.

Summer Desserts

Many wives and mothers will be particularly grateful for the summer dessert items that are included in this

sale. We say "summer desserts" because jellies and ice cream are so ideal for hot-weather days. But, of course, they, like the Tapioca Pudding and the pies made with Larkin Pie Filling, are popular with the whole family all the year around. Please note the worth-while savings on all these desserts, which range from 1½¢ to 2¢ a package, making it an opportunity which the thrifty Club Secretary and her members will certainly not overlook.

There are two ways in which you can handle this question of passing this bargain sale on to your friends. You can call them all up and ask them to join with you in the purchase of these quantity items, passing the saving along to them and taking your own personal gain in the larger Rewards you will earn through larger orders. For instance, by passing this saving along to your friends and neighbors you ought to be able to fill a \$30 or \$50 Neighborhood Order Agreement within jig-time.

Second, if you prefer, you may take this extra margin of cash afforded you as part of your Reward and continue to take orders at the regular catalog price for these items. In this instance it probably would be well for you to invest, yourself, in large quantities of all of these favorite Products. Your sales will, undoubtedly, come as a package here and a package there of the various Products. But you will have to be prepared to supply these small-quantity demands out of your stock.

Our advice would be that if you live where it is possible for you to hold a real "sale" yourself, passing quantity items on to your community in such a way as to give them the full advantage of the saving, that it probably would turn out in the long run more profitably for you. You ought to be able to get a quantity order at nearly every house at which you call.

We suggest that you start out with this issue of The Larkin Idea in your hand-bag ... that at homes

JUST when you are looking for something special to sell your friends and neighbors comes the announcement in this Larkin Idea of the midsummer special sale of Larkin Products. And what a list of favorites the sale includes!

The very first glance shows a host of Products that any Larkin Secretary will want to stock up on for her own

	<h2>Larkin "Neighborhood Order" Club Agreement</h2>	
	TOTAL \$10.50 REWARD IN LARKIN COUPONS	Date _____
<p>I understand, if within four months, I send \$30 worth of prepaid orders for Products at "Alone" prices, Larkin Co agrees to pay me \$3 Extra Reward in Coupons, besides \$7.50 Coupon regular Rewards; furthermore that orders credited to this Agreement must amount to at least \$10, and that merchandise purchased on other Club or Pantry Agreements does not apply to this Agreement.</p>		
<p>When this Extra Reward is earned, Larkin Co promises to pay it as follows: \$1 in Coupons upon receipt of this first order, and \$2 in Coupons when Agreement is completed.</p>		
<p>(Signed) Secretary.....</p>		
<p>St. & No.....</p>		
<p>P. O..... State.....</p>		

at which you call you run over the various items in the sale one by one. If you are filling in the spaces on the order blank roughly in pencil as you go along you can change them quickly as the quantity for any particular Product increases from home to home. For example: If in home number one you visit you get an order for two cakes of Baking Chocolate you would enter that on your order blank. At the next home you might get an order for two cakes more, whereupon you would change your two to a four, and so on always making sure that you have sufficient written in on the order to cover your sales. By constantly keeping the order blank in front of you you will be sure to run through the various Products at each particular home.

Of course, you will wish under any circumstances to keep an individual list in your memorandum book or on separate pieces of paper of the amount of these various Products that each Club member, customer or neighbor orders. It may be that you will prefer to assemble the individual orders of these neighbors on your order blank after you return home from your calls. But, above all, be sure to have with you a complete list of the various items in this sale.

Just Consider Teas

You will note that six different popular Teas are included in this sale. There are those who want English Breakfast. There are those whose choice is always a Green Japan. While others prefer the excellent blend of Larkin Teas which is known as "Mixed Teas." Right now people are using a great deal of tea as the ever-popular summer beverage. At the special price you will be able to pass these Teas along, if you so desire, to your friends at a saving of $3\frac{1}{2}\text{¢}$ the half pound over usual prices. Thus it ought to be pretty easy to gather up orders rapidly in your community for these superb blends of Larkin Tea.

Choice Spices

Furthermore, point out to your friends and neighbors that now is an excellent time to stock up their spice cabinets at a saving. Mustard is an item that could be used as a very timely "lead" in introducing the entire spice line, followed closely

by Black Pepper and White Pepper and other seasonings like Celery Salt and Onion Salt. And as you get sales for these items, impress upon them that now's the time to get advantage of similar savings on Cinnamon, Cloves, Ginger, Nutmeg and Paprika.

Orders Mount Up

Let us suppose that you have twenty families to which you can easily go for orders. Just see how quickly and easily you can sell them a \$10 order of these items which are used constantly in every home. If you sell an average of two cakes of Baking Chocolate in each of these homes you will have an order for forty cakes of Baking Chocolate. If you sell each of them two boxes of Cocoa, charging say 5¢ a box, that would be forty boxes of Cocoa or \$1.84 worth of Cocoa. And suppose that to each family you sold $\frac{1}{2}$ -lb. of their favorite Tea, or 20 $\frac{1}{2}$ -lb. packages. You would order from us \$3.80 worth of Tea. And suppose, too, that in every one of these twenty homes you sold one package of Pie Filling or one package of Gelatine at 6¢ the package, you would order \$1.20 worth of desserts from this list. Thus you would have an order for \$10.84.

In other words, in each family you would have sold two cakes of Baking Chocolate, two packages of Cocoa, a half pound of Tea and one package of dessert. Yet you would have had a first \$10 order on a \$30 or \$50 Agree-

ment. In all probability you will sell many, many times that amount. For, in addition to these items just mentioned you will sell Spices and in all probability get orders for such items as Cedar-Oil Polish, Whip-It and the popular Stationery offers in Writing Paper and Envelopes.

Since the sale lasts until August 31st you will have many opportunities to get repeat orders from the families to whom you sell the first order of Mid-summer Sale Specials. Indeed, you will have no difficulty in getting enough repeat orders right out of this particular group to complete any Agreement you sign.

Here's a Suggestion!

When your friends actually realize the great bargains they have had on these Mid-summer Sale Specials they will be eager that their relatives and close friends save a lot of money, too.

Ask them to tell their own friends and folks of the opportunity. Then suggest that they either give you a ring on the telephone, drop you a postcard or have their friends and neighbors get into touch with you. It may be that right then and there while they are talking to you they, themselves, will ask you to call on their own people or their neighbors. Before you know it, the whole town will know that you are selling some of the greatest values in foods and your own Mid-summer Special Sale of Larkin Products will just boom!

	<h2 style="text-align: center;">Larkin "Neighborhood Order" Club Agreement</h2>	
	<p>TOTAL \$17.50 REWARD IN LARKIN COUPONS</p>	
	<p>I understand, if within six months, I send \$50 worth of prepaid orders for Products at "Alone" prices, Larkin Company agrees to pay me \$5.00 Extra Reward in Coupons, besides my regular \$12.50 Coupon Rewards, furthermore, that orders credited to this agreement must amount to at least \$10 and merchandise purchased on other Club or Pantry Agreements, do not apply to this agreement. When this Extra Reward is earned, Larkin Company promises to pay it as follows: \$1.00 in Larkin Coupons upon receipt of this first order, and \$4.00 in Coupons when agreement is completed.</p>	
<p>(Signed) Secretary</p>		
<p>St. & No.</p>		
<p>P. O. State</p>		



After the 4th" of Edna May

AFTER the Fourth of July everybody is watching for sales of summer clothes. Here is the biggest of all, and your chance to earn a lot of extra rewards. The folks you know won't need to go to the local shops. You can offer them practically anything in

the way of dresses or suits. Afternoon frocks, house dresses and sports frocks, picnic dresses, anything they can possibly want will beat all others.

Prices Slashed Up to 33 1/3%

Every price has been slashed to move our stock quickly. Savings are as much as 33 1/3%! Folks are bound to clamor for values like this. Some women will even buy for next summer's use.

Many who have already purchased some of these very numbers will have found them so wonderful they will want the same thing in another color. This is a real opportunity for the woman who wants to cut her clothing budget!

Big Values at Original Prices—Perfectly Marvelous Now!

What woman wouldn't be delighted to get No. 277E for \$1.69? A \$3 value that originally was \$1.98. Who wouldn't jump at the chance to save a whole dollar on Suit No. 104, or 60 cents on Suit No. 103, which really can be worn right through the early fall season? These are only two examples — every single offer is equally marvelous.

Complete Range of Colors and Sizes

To start with, we have all colors and all sizes for each of the garments offered. Naturally, we cannot promise to be able to fill orders for all indefinitely. Therefore, we suggest giving a second choice in each instance to avoid delay in filling your orders. First come will be first served.

Mid-Season Price Reductions for You and Your Friends

Get An Early Start You Can

As with all sales, it is the early bird that gets her orders in early is sure to get the colors and values. This is stock we have on hand and do not want to lose. We're giving you and your customers the best while the merchandise is in season and the savings are big. It is the opportunity of the year, and we are spreading the news to her members and friends at once.

Your Reward

These reductions in price have nothing to equal. A 50% reward in Larkin Coupons on sales of \$5 or more. Every order is a rewardable order. As usual, if your order is for less than \$5, it will be part of your regular prepaid \$10 club order for the Edna May portion.

				Here They Are—27	
ORIGINALLY ADVERTISED				ITEM	REDUCED TO
Edna May Summer Fashions				Coat No. 31E	\$.99
"	"	"	"	Dress No. 262E	.79
"	"	"	"	Dress No. 264E	.79
"	"	"	"	Dress No. 265E	.89
"	"	"	"	Dress No. 266E	1.59
"	"	"	"	Dress No. 269E	1.69
"	"	"	"	Dress No. 270E	1.19
"	"	"	"	Dress No. 271E	1.29
"	"	"	"	Dress No. 272E	.89
"	"	"	"	Dress No. 273E	1.69
"	"	"	"	Dress No. 274E	1.19
"	"	"	"	Dress No. 275E	1.29
"	"	"	"	Dress No. 277E	1.69
"	"	"	"	Suit No. 110E	1.95
"	"	"	"	Suit No. 111E	1.59

Use your regular Larkin Order Blank

CLEARANCE SALE

SUMMER FASHIONS

ts they are looking for.
resses, linen suits, street
esses, — just about every-
nt and at prices we know

All are new stock. All are in good 1936 styling.
Marvelous materials that are seasonal in colorings
and up-to-date as to patterns. Regular Edna May
fashions—sale prices but not sale goods. Honest-to-
goodness reductions folks will appreciate.

Start— Sell Hundreds

catches the worm. The Secretary who gets
d sizes she wants.

not want to hold over for another season.
enefit of these special low prices right now
tyling up-to-the-minute.

hope every Larkin Secretary will broadcast
e. Give everybody a chance!

is Still 50%

do with your reward. You still will receive
these Edna May fashions, provided your

\$10 (cash value), you may send it along as a
and still earn the 50% Coupon Reward

All are 1936 Styles

Every garment offered in this “after the 4th” clearance
sale is brand new and selected from our big Spring-and-
Summer Catalog or either our Spring or Summer Edna May
Special Circular. Not an old style among them!

A Grand Chance to Get Beautiful Suits and Dresses at Very Little Cost

The woman who has waited until hot weather arrived
to buy her summer wardrobe, or who has been wearing
last year's dresses up to now and wants to “freshen up”
with a few new frocks, has a marvelous opportunity to get
everything she needs at small expense.

There are a few children's garments also — a white
pique coat, which is just the thing for girls from 8 to 14
and easiest ever to launder. Also a pretty dress for girls
that age, and one in true sailor fashion for tots of 2 to 7.

For the women, we have sheers, rayons, crash,
pique, shantung — just about every material that
is being used this season; also every color.

There is a pretty street frock in lovely Moonlight
Crepe that every Larkin Secretary well knows is
far better than silk when it comes to service. Four
suits, too, which gives a goodly variety not only in
materials and colors, but also in the style of the coat.
One is a 60% linen, another is of ranshan, another
of crash, and Bolero Suit No.270E, which is quite the
smartest style this summer, is linene in high colors.

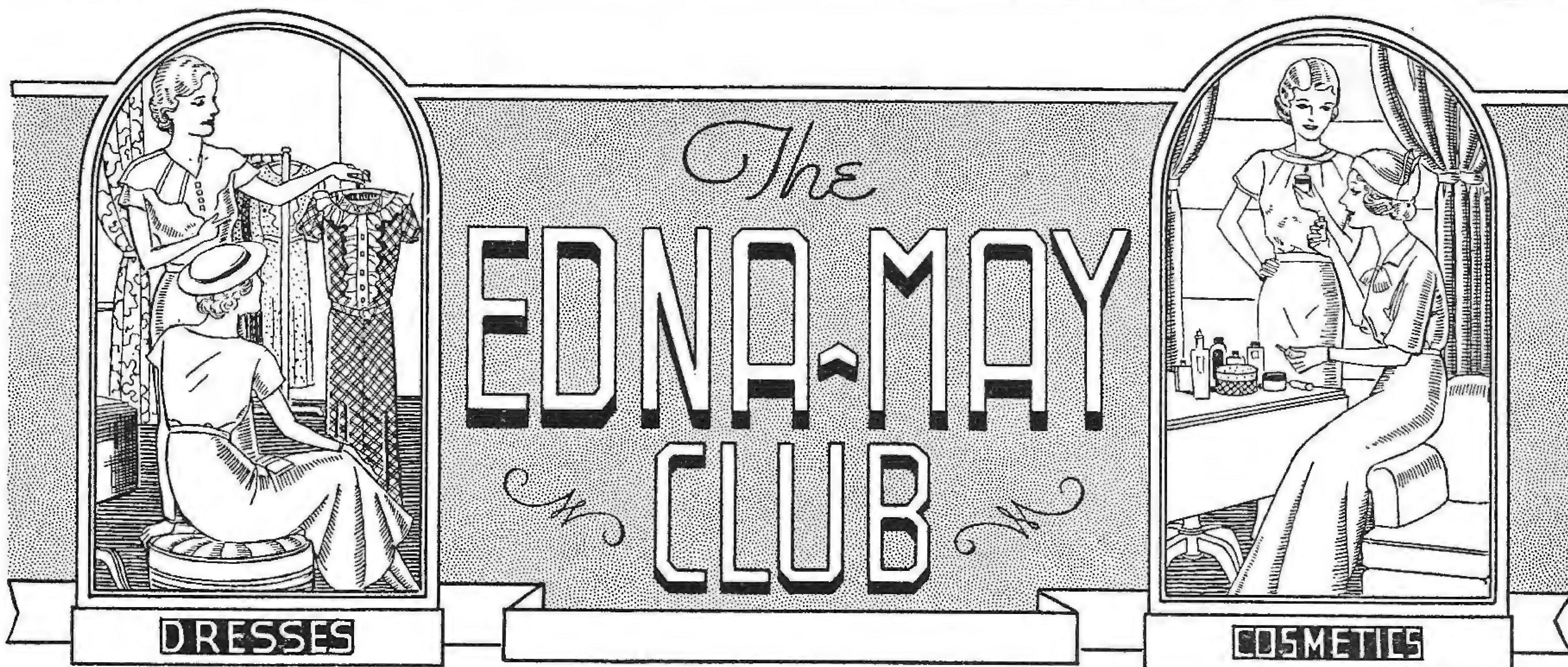
There are dresses for stouts as well as misses and,
of course, plenty in sizes 14 to 44.

**Twenty-Seven
Edna May Styles
Greatly Reduced in Price**

Big Price Reductions

ORIGINALLY ADVERTISED	ITEM	REDUCED TO
Edna May Spring Fashions	Dress No. 253A	\$1.29
Catalog 115. . . . I. F. C.	Dress No. 683	.79
“ “ I. F. C.	Dress No. 684	1.79
“ “ Page 7	Dress No. 703	1.19
“ “ Page 10	Dress No. 711	1.19
“ “ Page 10	Dress No. 713	1.89
“ “ Page 10	Dress No. 715	2.49
“ “ Page 11	Dress No. 716	1.69
“ “ Page 11	Dress No. 719	1.19
“ “ Page 11	Dress No. 720	1.89
“ “ Page 9	Suit No. 103	1.89
“ “ Page 9	Suit No. 104	1.98

nk or Write Orders on Plain Paper



NOW that toiletries, cosmetics, pharmacals and hosiery (Nos. 377, 378, 379 and 383) are included in what has been formerly known as the "Edna May Dress Club," the title of the Club will be shortened henceforth to the "Edna May Club." Otherwise the name by which the Club is known would give only a limited idea of the many desirable articles which can now be obtained regularly through the Club.

Secretaries everywhere will surely appreciate how wise it will be on their part to introduce just as rapidly as possible the extensive Larkin line of cosmetics, toilet preparations and pharmacals to Edna May Club mem-

bers. Last month we suggested a few typical \$3 orders other than dresses, which might be taken as the turn in an Edna May Club. If you, yourself, are a member of an Edna May Club we suggest that when your turn comes around you choose for yourself items other than dresses, thereby providing yourself with a well balanced sample line of Larkin cosmetics, pharmacals and hosiery to introduce to the other Club members.

For your \$3 turn in the Club you can select quite a comprehensive variety for your dressing table and medicine cabinet. Your selection should include such articles as Witch Hazel Vanishing Cream, Sun Lotion,

Nail Polish, Cream Nail Enamel, Cream Cuticle Remover, Nail Polish Remover, Gardenia Face Powder, Gardenia Perfume, Egg Shampoo, Quinine Hair Tonic, Toilet Water and Talcum Powder. Selections for the men should include Witch Hazel Shaving Cream, After-Shaving Lotion and Bay Rum. Among the pharmacals that are always in great demand are Larkin Eudentine, Aspirin Tablets, Witch Hazel Extract, Aromatic Spirit of Ammonia, Healitol, and a host of other familiar household remedies. And, of course, any order that is made up should include at least one of the Larkin Tooth Pastes and Tooth Powder.

From this group of Products it will be extremely easy for you to make up a \$3 selection. Just sit down with your Larkin Catalog and see for yourself with what ease you can make up an order.

Larkin



Agreement

EDNA MAY CLUB



DATE

AS Secretary of a Larkin Edna May Club, I agree to send a series of six prepaid orders. Each order will amount to \$3 cash. One will be sent each week. The Edna May dresses or other merchandise, due on each order, in turn will be delivered to the Club member indicated on each successive order of the Club series.

For my services as Secretary I am to receive with this first order, \$2 in Larkin Coupons, and upon completion of the Club \$8 in Larkin Coupons, provided the Club is finished within the maximum time of twelve weeks.

(Signed) Secretary

St. & No.

P. O. State

736-L. I.

A Display Will Help

An excellent way to introduce Larkin cosmetics and toiletries to your Club members would be to hold a meeting of your Club and arrange a little display of cosmetics for your members. Some of them do not realize what delightful toilet preparations are included in the Larkin line or how tremendously popular they are. They have joined your Club for the first time to buy Edna May Dresses and the awakening of a genuine interest on their part in Larkin Products is the pleasant day that awaits you as the Larkin Secretary.

Of one thing you may rest assured . . . that once

these friends have used Larkin cosmetics and pharmacals they will never be at a loss for articles to choose through the Edna May Club.

Don't Overlook Hosiery

And once your members start on the selection of hosiery for their turn in the Club you will find that you have opened for yourself an ever-increasing market for Larkin hosiery. You will find that your friends who have been paying more for their hosiery than the prices in the Larkin Catalog will tell you that they are saving a lot of money on their hose. You will find, too, that friends who have been buying cheaper grades of hose will tell you that the slight additional amount they have to pay for Larkin ringless, full-fashioned, sheer chiffon hose is money mightily well spent.

Countless Selections

The Editor of The Larkin Idea recently returned from a trip throughout New York State and New England. He was surprised to find that some Edna May Secretaries were not aware of the fact that the dresses, coats and lingerie in the regular spring-and-summer catalog could be bought through the Edna May Club, as well as the offerings on the special spring and summer style slips. It is most earnestly hoped that by the present time every Larkin Secretary understands that all merchandise on the inside front cover to page 29 of the Larkin Spring-and-Summer catalog may be chosen through the Edna May Club, as well as Hosiery Nos. 377, 378, 379 and 383 on page 42.

Special emphasis is called at this time to the fact that it is possible to buy costume slips, pajamas and nightgowns, as well as dresses, coats and suits. Again, among your Club members you may have women who love to embroider and who will welcome the opportunity to choose Stamped Goods from page 17 of the spring catalog through your Club.

Special Sale Dresses

Incidentally, special sale dresses pictured on pages 12 and 13 of this issue of The Larkin Idea may also be chosen through the Edna May Club. Some of your Club members wishing to take

advantage of the prices on this special sale may welcome your invitation to stay in the Club through another series, if they have already had their Club turn. Be sure to announce to all your present Club members and to those whom you would like to include in another Club, that some genuine bargains are to be found in this special summer sale offering of dresses.

Use \$20 Agreement

Larkin prices are so low on these dresses that many people will be very happy to pay for them all at once. It ought to be an easy thing to sell \$5 worth of dresses within a day or two from these bargain offers. As a matter of fact, you probably will find that once you start out with them among your friends and neighbors, that in almost no time you can sell considerably more. It is not an unusual thing for a Secretary who knows just what a "buy" these Edna May special sales are to sell a dozen dresses in a single afternoon.

For those who sell these bargain Edna May Dresses outright we commend our \$20 Agreement. A single \$5 order starts you on that amount. If the order is larger you have just that much smaller balance to send within the eight weeks allowed. And

remember, you can include anything from the inside front cover of the catalog to page 29 (at "Alone" prices) in fulfilling this \$20 Edna May Agreement.

The only provision is that the orders must be prepaid and that any order to earn a Reward and be counted on an Agreement must amount to at least \$5 cash.

As usual, we print on the facing page and this one the two popular Edna May Agreements...the Edna May Club Agreement for those who are sending in the six orders of a 50¢ weekly Edna May Club; the \$20 Agreement for those who are sending in the direct cash orders of friends who are paying for their purchases at once.

Now that toilet preparations and pharmacals are accepted on the Edna May \$20 Order Agreement it makes the filling of such an Agreement all the easier. The woman who buys an Edna May Dress from you will be quick to buy a package of Gardenia Sachet, Talcum Powder or Face Powder. Any Larkin Secretary who approaches ten of her friends and neighbors for an order for Larkin cosmetics will find that she either has, or pretty nearly has, a \$5 cosmetic order. Try it yourself and see if we are not right!

Edna May

\$20 ORDER



AGREEMENT

Edna May
REWARD

\$12

in LARKIN
COUPONS

DATE

I HEREBY agree to send, within eight weeks, \$20 worth of prepaid orders for Edna May dresses, toilet preparations and pharmacals chosen from Cover 2 to page 29 of the Spring-and-Summer Larkin Catalog and Hosiery Nos. 377, 378, 379 and 383 from page 42, or any special Edna May Apparel. I understand each order must amount to at least \$5 at "Alone" prices.

I understand by fulfilling this Agreement I will receive a total Reward of \$12 in Larkin Coupons, payable \$3 in Larkin Coupons with the first order and \$9 in Larkin Coupons with the order which completes this \$20 Agreement.

(Signed) Secretary

St. & No.

P. O. State

736-L. I.

Cozy Home and Edna May Clubs Make Ideal Combination

"MY Larkin work goes on apace and I enjoy it very much. My orders and Club formations come in so fast that it seems I just can't keep up with myself. But that's the way I want it!

"My three Dress Clubs just finished gave me great pleasure, as it did my customers.

"I can't find words to express the pleasure I derive from running Cozy Home Clubs. They're the most interesting of all my work. From one customer to the other the different articles ordered are shown and everyone is so interested that all the subsequent Clubs start automatically.

"Within a year and a half I am listing my twenty-first Club. I do not have to ask them to join any more. They ask me and bring friends. Through this plan of bringing friends I just sold three Suits No. 102, all Oyster White, and they're all enthused about the wonderful quality.

"It's a glorious feeling when business is on the up and going!"

Mrs. Marion Le Clair
of Vermont



Mrs. Marion Le Clair

BARELY three years have passed since Larkin Co first officially introduced the Cozy Home Club to the homemakers of America. It is sufficient to say that to-day hundreds of thousands of women have found this helpful 50¢ weekly way of saving for home improvement the wisest way to make home lovely.

It was perfectly natural, therefore, that this method of saving for home furnishings at 50¢ weekly should prove a most appealing way to save for the wardrobe, as well. Thus the Edna May Club followed as a perfectly natural development of the 50¢ weekly idea. Now the Larkin Secretary is

equipped to serve her friends who desire dresses, through the Edna May Club and her friends who desire home furnishings, through the Cozy Home Club. Just how successful the two Clubs may be operated together is told in the enthusiastic letter from Mrs. Marion Le Clair of Vermont which we print in the preceding column.

Undoubtedly, Mrs. Le Clair has Club members who belong both to her Cozy Home Club and to her Edna May Club. In the one Club these friends are saving for furniture and other articles for the home, while in the other Club they are providing systematically, week by

week, for their wardrobe. Few letters come to us that have more helpful ideas packed in as little space as this letter of Mrs. Le Clair. Here, indeed, is a Secretary who has convincingly introduced the 50¢ weekly idea to her friends and neighbors. Not only has she run three Edna May Dress Clubs, but as well after a year and a half she is busily engaged in forming her twenty-first Cozy Home Club.

Be Alert to Opportunities

And short as it is, the letter reveals just why it has been easy for Mrs. Le Clair to start this splendid number of Clubs. She tells it all in the one word, "interest." She says the different articles ordered are shown and everyone is interested so much that all the subsequent Clubs start automatically.

It might be well for every Larkin Secretary to ask herself: "Am I awakening and keeping up the interest of my Cozy Home Club members?" The Secretary who is bubbling over with enthusiasm over each and every new piece of merchandise which her Club members get will quickly communicate that same enthusiasm to her entire Club. Thus each member will have something new and delightful which she does not yet possess which she will long to order, too, through the Club.

And see how well Mrs. Le Clair was repaid for encouraging her Club members to bring their friends into the Clubs. She recounts in her letter



This smiling group of Mrs. Marion Le Clair's Club members offers eloquent testimony of the good times, as well as the benefits, of their Larkin Club.

the sale of three suits No. 102 just among these new friends who came to her just because of the enthusiasm of her old Club members.

How little we know just what open-hearted neighborliness can bring to us. The neighborly Larkin Club Secretary will find new Club members coming to her from least-expected quarters and least-expected sources. Her kindly smile, her sincere spirit of service and her genuine friendliness are like power magnets that draw the women of her community to her. Perhaps the greatest asset that any Larkin Secretary can have in running Larkin Clubs is true neighborliness.

Teach Friends the 50c Weekly Way

A Larkin Secretary has in the last sense of the word the opportunity to be the most helpful teacher of thrift in the world. Again and again in her friendly rounds among her neighbors she meets folks who let the pennies, so to speak, dribble through their fingers — folks who at the same time complain of their inability to provide the home with needed silverware, glassware, china, rugs, etc. What a pleasure it is to show to these people that just by laying aside 8¢ a day they, too, may have homes that grow constantly more inviting and cozy.

If you have taught your friends through an Edna May Club, for instance, just how to budget the wardrobe the 50¢ weekly way and get pretty dresses, lingerie, hosiery, cosmetics, etc., why not expand that service to them by inviting them to join a Larkin Cozy Home Club? You will find many Edna May Club members who will welcome this opportunity to refurnish or newly furnish the home. Perchance, the things they need right now are the things that provide summer comfort . . . porch furniture, hammocks, lawn swings, tents, camping equipment. Or maybe, with a look ahead to fall, they would join to get new blankets, bed spreads, comforts and similar equipment.

Now About Yourself

The nice thing about being neighborly among your friends is that you, yourself, reap a well-deserved reward of your own. As you know, just for sending the ten little \$5 orders of the ten mem-

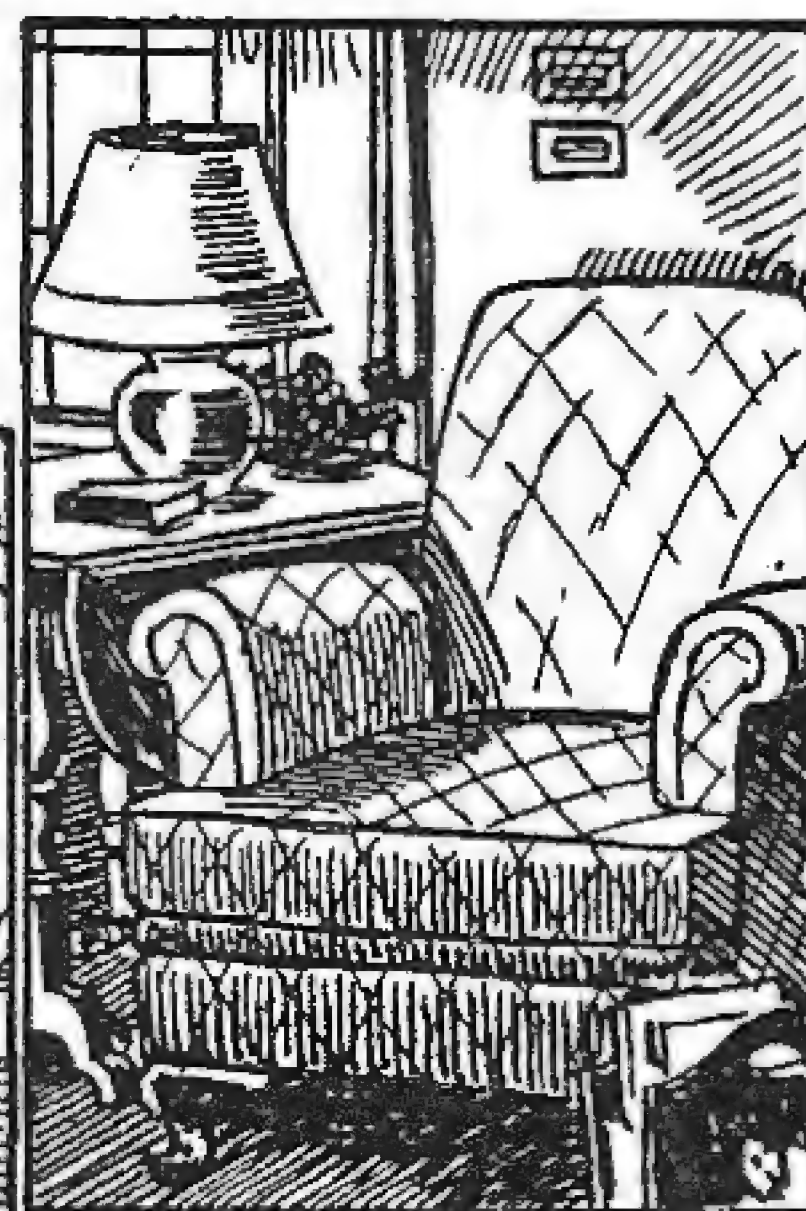
bers of your Cozy Home Club you receive \$17.50 in Larkin Coupons. What deeper satisfaction could you possibly have than a home furnished just by being neighborly in your community? As you see your home blossom into new loveliness with your Larkin Cozy Home Club Rewards you may also have the abiding pleasure of knowing the joy you have brought others.

Just like Mrs. Le Clair you, too, in your own home may have the thrill of knowing that "the different articles ordered by your Club members are shown and everyone is interested —."

Yes, your Club members will be more than interested; they will be genuinely grateful. The day will come when they will look back on the time when the learned what a little 50¢ weekly share in a Larkin Cozy Home Club could do for the home as the weeks slipped by.

Remember, in a Larkin Cozy Home Club each of the members agrees to pay 50¢ a week for ten successive weeks. For the \$5 so paid each member has the privilege once during the series of ten Club orders of choosing the Premium given for that particular turn — a Premium worth

\$10 in Larkin Coupons. There is, of course, the further option of taking the Larkin merchandise for the \$5 so paid out in \$10 worth of Products at "With Premium" prices, or making a combined order to the total cash value of \$5.



The Club, as you know, sends in the total of ten orders, thereby enabling each member to have her Club turn in choosing merchandise for the \$5 which she has paid. As Secretary you, yourself, receive a very substantial

reward paid as follows: "\$2.50 in Larkin Coupons with the first order of the Club and \$15 in Larkin Coupons paid with the last order of the Club. The Cozy Home Club Agreement below is printed on this page for your convenience. It should accompany the first order of your new Club.

In An Afternoon

Many Cozy Home Clubs have been started in an afternoon's time. A visit here, a call there, a telephone chat, bring quick results. Perhaps you can start your Club in even less time. Surely you will agree it's worth while to see. Without question, you will be delighted with your success.

LARKIN "COZY HOME" CLUB

TOTAL \$17.50
REWARD IN LARKIN
COUPONS

Agreement

As Secretary of a Larkin Cozy Home Club, I agree to send ten pre-paid orders. Each order will amount to \$5 cash. One will be sent each week. The Premium is to be delivered in turn to the Club member indicated on each successive order of the Club series.

For my services as Secretary, I am to receive with this first order, \$2.50 in Larkin Coupons, and upon completion of the Club \$15 in Larkin Coupons, provided the Club is finished within the maximum time of twenty weeks.

(Signed) Secretary

St. & No.

P. O. State



Mrs. D. A. Owen

"I Never Let My Larkin Clubs Expire"

by

Mrs. D. A. Owen
of Missouri

MY plan for reorganizing my Clubs is that I just never let them end. I always conduct two different types of Clubs — the social Club, and the non-social for those who do not care for the social part.

I have had two Clubs running for about seventeen years. They are really a continuous chain as I always have a place for a new member whenever I get one. Thus I never need to stress "reorganization." I always try to be pleasant for I enjoy people and am so proud of the Larkin Co that folks just want to belong.

I also make a careful study of the freight weights. With two Clubs and a Pantry it is an inducement, for I divide the transportation charges.

The old Club-of-10 is my favorite. However, if anyone wants to join a Club-of-5 or a Cozy Home Club I arrange it to suit them.

With my social Club I try to keep the members congenial. In the present Club we play pinochle and manage to keep a full Club for women who like to play cards. After each member has had her turn for entertaining I take the last turn. At that time I ask them all to come to my home and bring a new member, for which I pay \$1 in Coupons. Sometimes I send out invitations which sound very inviting and hard to resist.

I plan something a little different. In preparing for the luncheon I set my table with my lovely lace cloth and dishes from Larkin Co, and fix a little favor for each one.

I have my drawing all planned and if all do not come we draw for turns anyway. I take their orders just the same and plan for one of them to entertain next meeting. Then I place a little item in the paper and this attracts women. In addition I ask the next hostess to invite some of her close friends to her meeting. At that time I invite them to join the Club. Thus if we start out with only six or eight members we end up with twelve.

I like to try other Secretaries' plans for reorganizing, as it gives us something different and that is what keeps a Club interesting!

The Wise Secretary Plans Ahead

by Mrs. H. S. Bernard
of Ohio

THE Editor of The Larkin Idea is right when he says that the wise Secretary does not leave the plans for Club Reorganization until the last moment. I have made a practice of clipping advertisements out of the local newspapers and magazines quoting costs of the very same merchandise offered in the Larkin Catalog. By taking these clippings along and showing my members the actual figures I find that by the time the Club has expired they are more than ready to join again.

I have also sold the menfolks the idea (which has been one of my biggest troubles — the menfolks not approving at first). And they appreciate the privilege of having ten months to pay besides actually getting their Premium cheaper than at the local stores.

Each member usually has a friend or two to whom she has explained the Larkin Club, thus enabling me to start a new Club along with my reorganized one.

It has also been a great help to have them express their wish as to when they would like to have their Premium, instead of letting them draw numbers. I find it very easy to arrange their Premium turn just about when they want it, especially if a person runs three or four Clubs.

I always hold back some of my own Reward Coupons in the event two members should want their Premium the same month. It is surprising how nicely it will work out. Some women ask



Mrs. H. S. Bernard

me at the beginning of the Club to put them down for December, as they want to buy their Christmas gifts for their family that way. Or another woman will ask to be placed sometime in the fall, as she wants blankets and does not wish to care for them through the summer months. Others want their Premium at house-cleaning time, etc.

These things, together with the backing of Larkin Co who always

aim to please, have been my biggest help in reorganizing my Clubs.

\$30 Neighborhood Order Agreement Very Easy to Fulfill

by Miss Alice Bratt
of New Jersey

IT is with great pleasure that I am able to tell you how I became interested in the Larkin \$30 Neighborhood Order Agreement Plan.

I have a niece living with me, a high school girl, who needs a lot of little things that I am not able to give her.

First I sent for the latest Larkin Catalog and Order Blank, which was sent me immediately upon request and in the catalog I saw the description of the Neighborhood Half-Price Plan.

I knew I could put my niece to work at it at once, so I sent to Larkin Co for twelve catalogs and twelve order blanks. I sent them to my friends and neighbors with a personal letter to each, telling them that I would send in a Half-Price order on the fifteenth of every month. I



Miss Alice Bratt

stated that I would take orders for any amount they wanted, no matter

how small. I also told them that many of the Products were priced at less than they would have to pay at the local stores and that Larkin Products meant their money's worth.

I found my people hungry for Larkin goods. One of them said she could not get things like the Larkin goods and was only too glad to take an order. It took only a little while to get the first \$10 order and my niece had her pretty Easter Dress from Larkin for her work.

Some years ago I was a Larkin Secretary of a Club-of-10 for twenty-five years and at one time had a Larkin Pantry. I received so many lovely things through my dealings that it was surely a joy to conduct Clubs, etc. I was also a member of the Secretaries' Club in our town.

I will soon have my niece the Larkin Booster that I have always been!

Completed \$30 Agreement in Less Than a Month

by Mrs. Ella Allen
of Kentucky

IHAVE been selling Larkin goods for more than twenty years and have always found it a great pleasure to do so. But the \$30 Half-Price Agreement Plan appealed to me when I received the literature about it.

This plan interested me because it is so decidedly practical — there is no definite number of customers, no fixed amount for individual orders. The only provision is that each order sent must amount to at least \$10. For the best all-around service to each and everyone I like the \$30 Neighborhood Order Agreement better than any I have tried.

I take my Larkin Catalog with me when delivering and get some orders that way. Whenever I have visitors at home I see to it that a catalog is near at hand in view of the callers. When people know that you are selling Larkin Products they go so far as to stop you on the street and give you an order. Every order helps to increase sales.

When this plan was first intro-

duced I thought: "Well, that seems like a good plan to earn some Coupons for things I need." So I got busy and in two weeks I had a \$20.01 order ready to send. In less than two weeks more I had another \$10 order ready to send. This completed the \$30 Agreement, so instead of requiring four months which are allowed on this particular agreement, I fulfilled it in less than one month!

It is a joy to work for Larkin Co because they are dependable and I can truthfully say their Products are good.

Delighted to Buy

by Mrs. David Hittner
of Pennsylvania

IWENT to my neighbors and asked them whether they would like to help me complete a Neighborhood Order Agreement. They all were delighted to take merchandise, so we joined together and soon had an order totaling over \$10.

I have talked with my neighbors since the first order was delivered and they are waiting for me to start another order. Larkin Products are priced so low that I know I could not buy them at this low price elsewhere.

Agreement Fulfilled Without Any Effort

by Mrs. Glenn Johnson
of New York

WHEN I received the letter announcing the \$30 Half-Price Agreement I had just sent in an order amounting to \$29 that I had sold without half trying. So it seemed to me a very easy way to earn some extra Coupons.

I began at once on another order and before I knew it the order amounted to \$23.92, mostly sold to the same people who had ordered before. As I delivered this order I started another and soon sold over \$12 worth.

I am not a natural born saleswoman and am usually very busy, so do not canvass. My customers are my friends whom I would be calling on once in a while if I were not taking orders. When I do not find time to see them I 'phone and often they call me to give their orders.

It helps a lot if each customer has her own catalog, so I try to see that they each have one.

I completed my \$30 Agreement in less than one month instead of the allotted four months and without any effort whatsoever. Now I would like to do it again!

The Larkin Idea

PUBLISHED AND COPYRIGHTED 1936
BY LARKIN CO. INC.

A Monthly Magazine for Larkin Secretaries.
Mailed Free

Larkin Co. Inc.

ESTABLISHED 1875

BUFFALO, N. Y.

PEORIA, ILL.

PHILADELPHIA, PA.

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VOL. XXXII JULY 1936 No. 7

AS we go to press the curtain is just about to fall on the 1936 Travel Contest. By the time the July issue of The Larkin Idea reaches everyone those who have earned the trip will have been advised of the fact that they are to be Larkin guests during August. Those who have just fallen short of earning the trip but who have been the next ninety-five in order of sales will have earned the Consolation Prizes in Larkin Coupons and the winners of the cash prizes will have been determined.

* * *

Before even the final results are complete, of course, it has been possible to determine a very large number of the trip winners. They have definitely qualified for the wonderful vacation time by securing the required 975 Travel Credits. Of outstanding interest is the fact that over one-third of those who have earned the trip during 1936 have never earned it previously. Awaiting these Secretaries there's a tremendous thrill . . . their first experience of entertainment as Larkin guests. How eagerly they will await the glorious day when they start on their memorable journey to Buffalo to experience the royal hospitality that has been planned for their three-day stay in Buffalo, the queen city of the lakes.

* * *

While in Buffalo, as has been formally announced, these guests will be housed at the palatial Hotel Statler. This famous hotel occupies a rather unique place in the life of Buffalo. Its founder, Mr. E. M. Statler, was himself a Buffalonian and when the hotel was erected it gave every evidence that Mr. Statler felt that the finest hotel possible was perhaps his most lasting tribute

to his own home town. Yet, beautiful and luxurious as the Statler is, it enjoys a nation-wide reputation for its homelike, cheery hospitality and the warm, neighborly welcome every guest is accorded.

* * *

During their stay our guests will also be dined at a further group of hotels which while not as imposing as the Statler, yet occupy a very high place in the esteem of their respective communities. The Thursday noon luncheon will be held at another widely celebrated Buffalo hostelry, the Hotel Lafayette, known for its prevailing cheer, courtesy and one might well add cuisine. Quite a contrast are the hotels where our visitors will pause for enjoyable meals on Niagara Falls' day. Smart in its appointments is the Hotel General Brock, named after a famous Canadian military leader, at which our friends will lunch on their day spent across the border among our Canadian cousins.

* * *

But nothing, surely, will be more memorable than the evening of Wednesday when our guests will return to their own country and dine in the famous and rarely beautiful old Cataract Hotel, almost on the very shores of Niagara. In the main dining-room of this very hotel with its gorgeous candelabra, Abraham Lincoln once ate. And the same charm which marked this hotel during the Civil War days still lingers to gratify the hearts of those who love, as one poet expresses it, the "ancient beautiful things."

* * *

Recently a Secretary who had been at Buffalo and Niagara Falls made the following comment: "One of the reasons why I never fail to enjoy the Larkin Travel Trip is because of the practical value it gives me in my Larkin work for the next twelve months. I take my Larkin work seriously and like to have my Club members and customers look upon me as a real authority on Larkin values. I know no way whereby I can gain the recognition of my friends and neighbors for me as a real enthusiast about my Larkin work better than by going to Buffalo as a trip winner." It is not surprising, is it, that that particular Secretary has steadily climbed higher, higher and higher as a real Larkin leader?

* * *

Why not, when at Buffalo she sees all the attractive new Larkin Premiums and Larkin Products? How truly satisfied she is to say to one of her members or customers: "Oh, yes! I saw that new Product when I was in Buffalo and you will make no

mistake in ordering it." Or perhaps she may say: "You know while I was in Buffalo I saw the handsomest new chair which is offered for the first time this fall. I could not help but think that it was just the very thing to give the finishing touch to your living-room. Just a second and I'll show you a picture of it in the catalog." A Secretary who is able to point out opportunities to her Club members need never worry about her retaining her leadership and actually gaining an ever-increasing following of Club members and customers.

* * *

Again, there is nothing in the world like the exchange of ideas between successful people. The Larkin Secretary eager to get new ideas, new plans, new ways of selling, is sure to carry home with her a half dozen new thoughts that can be turned into more customers and more Coupons. While the party smacks in no way of a business convention, yet a happy bus-load of friendly Larkin Secretaries rolling down the twenty-three miles to Niagara Falls find lots of time to chat with one another about their own delightful Club work.

* * *

This editorial is written primarily for the immediate benefit of Larkin Secretaries who have earned the trip this year, or who have reached the point where they have earned the right (because they have 400 credits or over) to enjoy the three-day entertainment by the payment of an amount in Larkin Coupons. And, yet, looking ahead toward future possible Larkin Contests it seems to us a wise time, indeed, to implant in the hearts of Larkin Secretaries everywhere the earnest purpose to earn the trip when opportunity offers and enjoy the Larkin party. And might we add to Larkin Secretaries who now have the right to come to Buffalo, either without cost or for the payment of a ridiculously small amount in Larkin Coupons, that our earnest hope is that they will avail themselves of the opportunity which is theirs.

* * *

By the way, perhaps you saw the clear photograph of Mrs. Marion Le Clair's Cozy Home Club pictured on page 16. The Editor of The Larkin Idea would like similar clear photographs of Edna May Clubs, Cozy Home Clubs and other Clubs. We shall gladly pay in Larkin Coupons for photographs clear enough to make a good reproduction in The Larkin Idea. Just address Editor, The Larkin Idea, Larkin Co. Inc., Buffalo, N. Y.

—FRANCIS B. FRAZEE

My Sales Have Increased Considerably

by

Mrs. Dora E. McCool
of Pennsylvania

I AM a Pantry Secretary and also have an Edna May Dress Club.

My first Club ended the last week of March. So I decided to organize another Club immediately.

The first step I made toward my new Dress Club was to write slips containing numbers from one to six. I enclosed them in small envelopes and sealed them.

Then I took Dress No. 252A in peach color, which has pleased so many, and called on one of my neighbors who hadn't been in to see my Pantry display. I showed her the dress and explained the Club Plan. Then I produced the numbers and let her draw one. When she opened the envelope she found she had drawn number three.

Then I invited her to see the Pantry. Now she is a good steady customer for my Pantry, besides being a Club member.

Next I selected another woman to call on whom I had heard express a liking for the Child's Coat No. 30. She drew an envelope from the group and imagine her surprise when she drew No. 1!

The next woman I asked to join was one of my steady Pantry customers. She liked the other Products so well she consented to join at once. She drew No. 6.

Then I decided to visit some women to whom I had never sold any Products. During the afternoon I found two mothers who were going to buy dresses for their daughters' High School Graduation. When I showed them the organdie Dress No. 371 they became interested at once. One drew No. 2; the other No. 5. A couple of days later they called at my home to see the Pantry and before they left purchased quite a number of Products.

The next morning I sent a note to school with my small daughter inviting her teacher to join my Club. She liked Dress No. 251A so well she decided to join.

So when Monday of the next week arrived I had my first and second orders in the mail.

And from these few pleasant hours spent I not only had my new Club organized but also gained new customers for my Pantry and my sales have increased considerably.

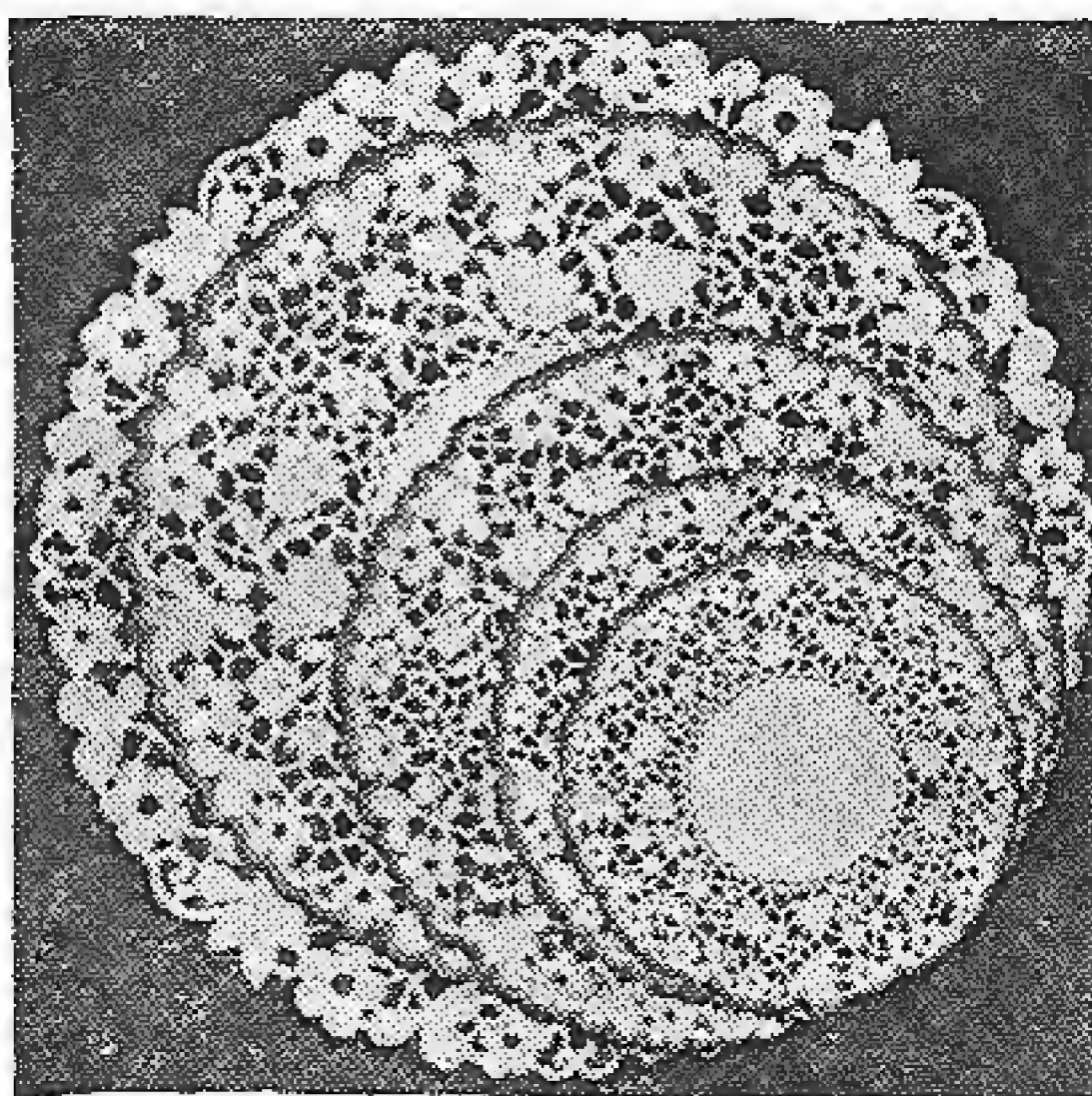
A nicely
prepared
luncheon
is
doubly
appetizing



A nicely
spread
feast
is
doubly
inviting

42-Piece Doily Assortment No. 75

Save wear on your fancy table linens! Use these dainty white, lace paper doilies. Assortment consists of 42 doilies in five sizes for every use: 12, 5-in. diam.; 12, 6-in. diam.; 8, 8-in. diam.; 6, 10-in. diam.; 4, 12-in. diam.



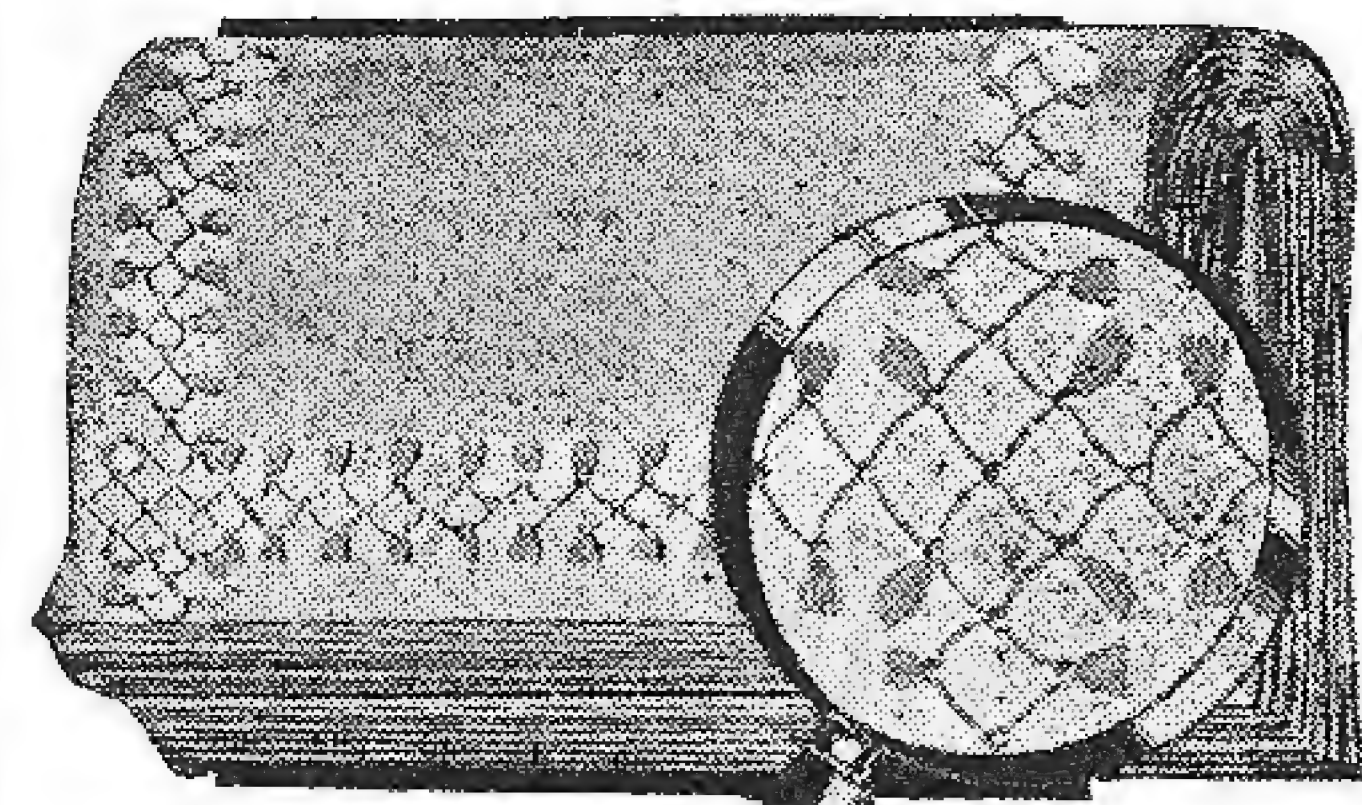
With
PREM.

25¢

Alone

12½¢

Mlg.
wt.
2 oz.



Paper Napkins No. 4

Heavy embossed white paper napkins made to resemble heavy linen crash, with fancy design. Size, 14x14 in. Far superior in quality to those commonly sold in chain stores.

Mlg. wt. 10 oz.

Pkg. of 70,

With
PREM. 25¢ Alone 12½¢



Waxed Paper No. 139

Big value here! 100 sheets of good quality waxed paper, size 12x13½ in.—sandwich size. You can use it freely at this low price. Holds moisture in foods for hours and keeps them fresh longer. Use it to wrap things for the refrigerator to prevent their absorbing odors.

The handy slip-sheet package enables you to withdraw a single sheet at a time. The heavy package which holds the paper has a host of uses such as filing recipes, patterns, clippings, pictures, etc. Mlg. wt. 9 oz.



100 Sheets
With
PREM. 20¢
ALONE 10¢

WAX-PAPER
NO 139
in the handy
SLIP-SHEET
PACKAGE

Waxed Paper No. 41

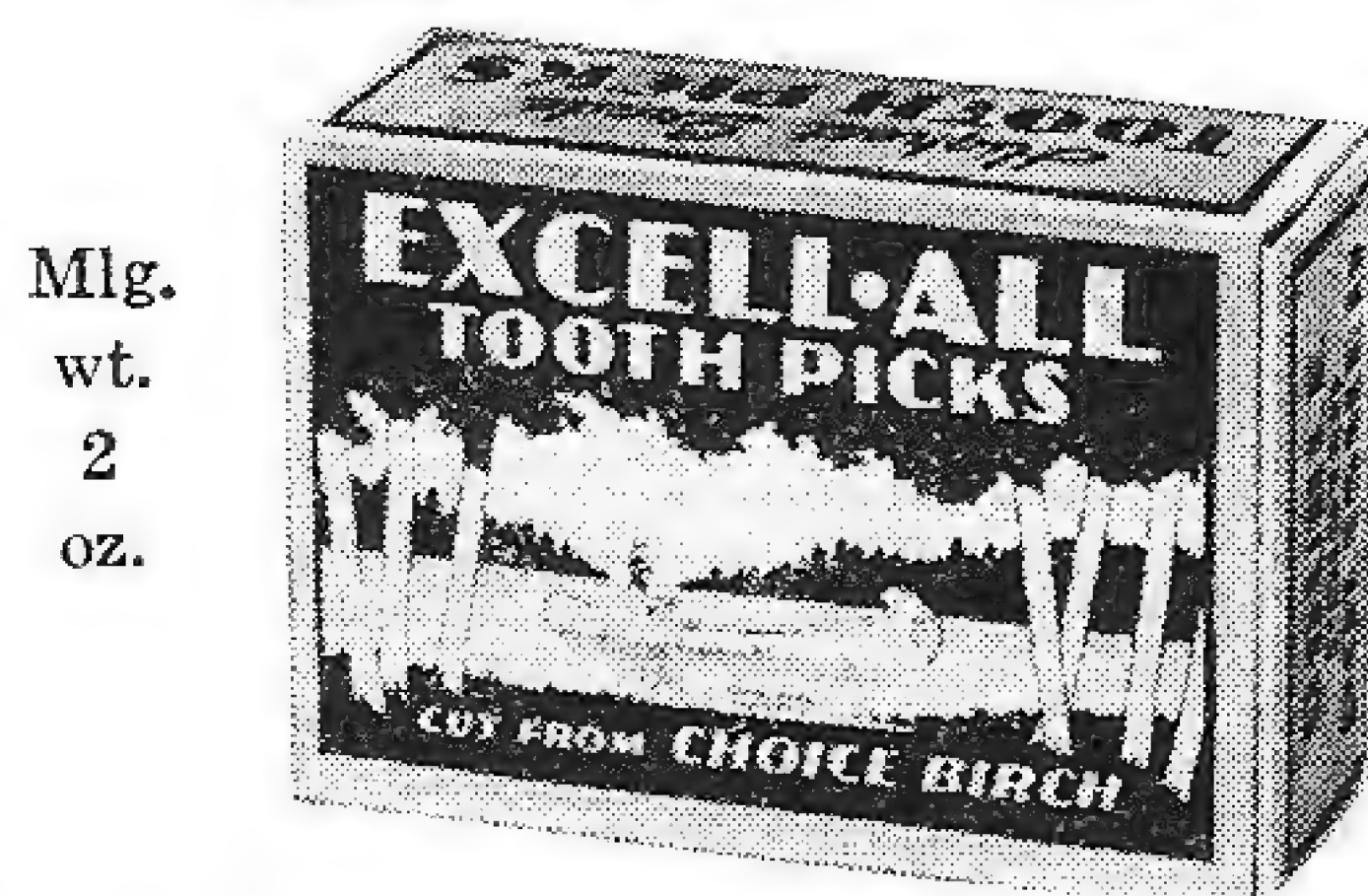
Very superior-quality, transparent, grease-resisting, heavily-waxed paper especially processed to retain food freshness. Will hold moisture very much longer and resist grease much better than ordinary waxed paper, as shown by repeated laboratory tests. Continuous roll, 150 feet long, 12 in. wide. 25 feet more than is usually sold by retail stores for 25c. In convenient, cutter-edge carton. Mlg. wt. 1¼ lbs.

With
PREM. 40¢ Alone 20¢

Toothpicks

Toothpicks as fine as highest-quality materials and modern machinery can make them. Made of clear, white birch, 2¾ in. long. Smooth, flat, flexible and polished. Round corners.

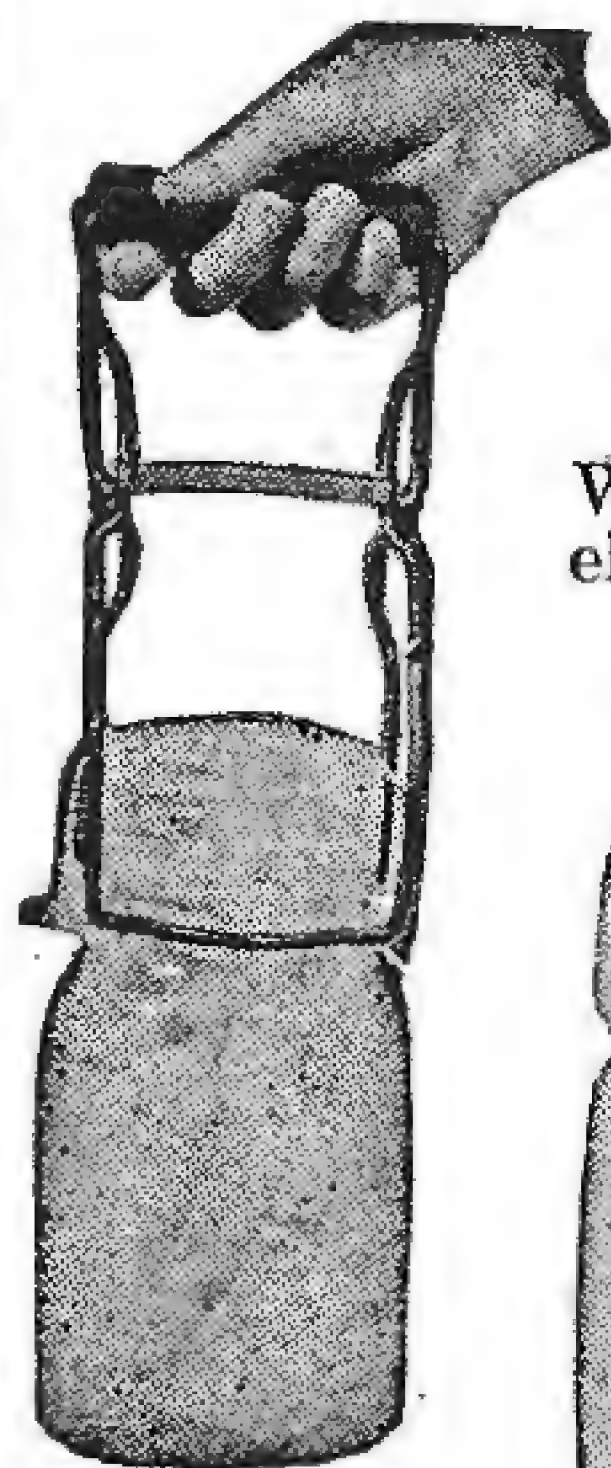
Package of about 1250,
With
PREM. 10¢ Alone 5¢



Mlg.
wt.
2
oz.

Canning Accessories

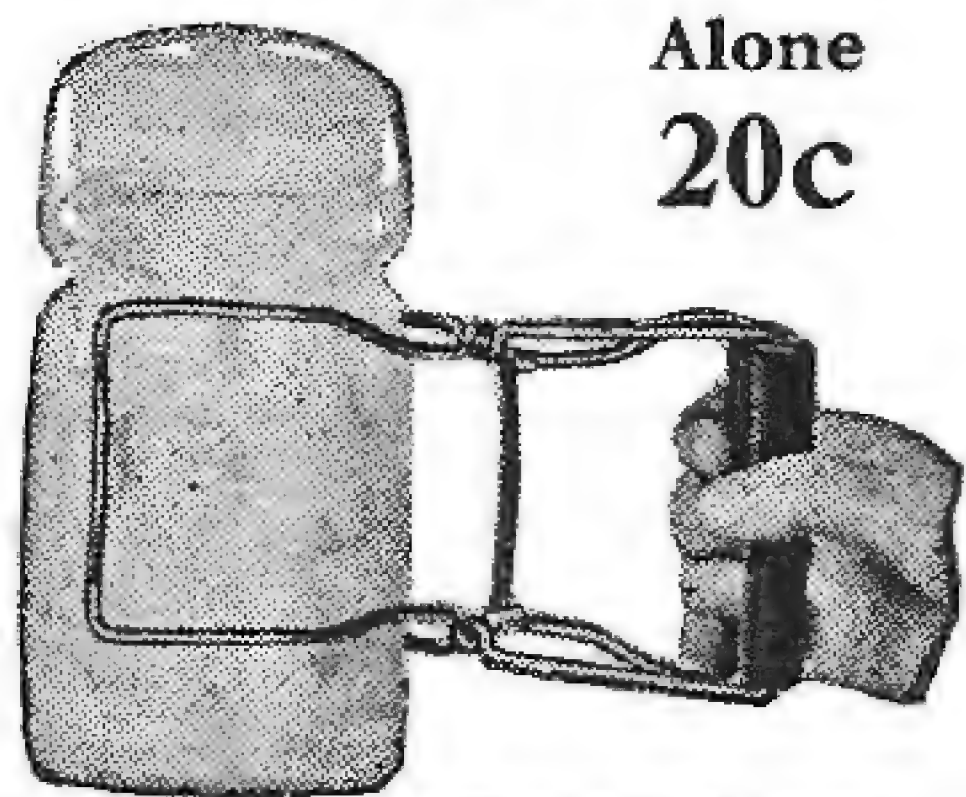
needed by your neighbors



Jar Lifter 31

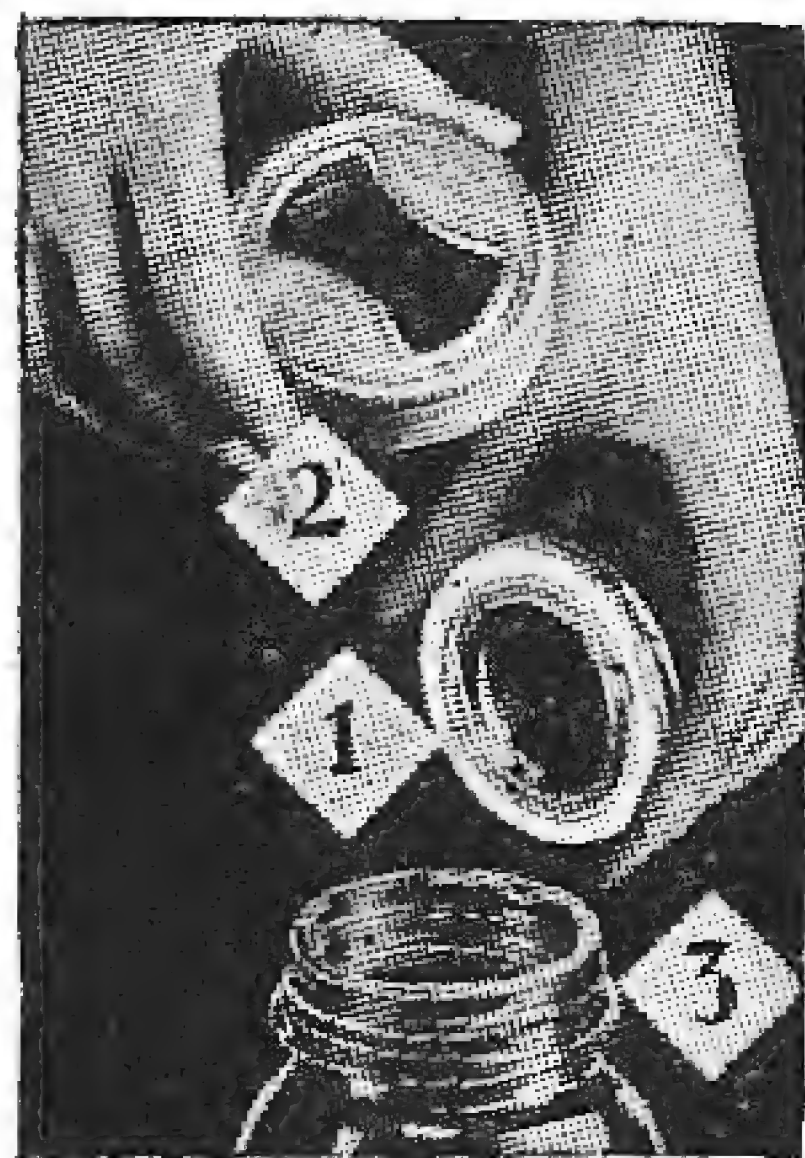
Of heavy steel wire, nicked to prevent rusting. Lasts for years. Wood handle, green enameled. Mlg. wt. 7 oz.

Each, With PREM. 40c
Alone 20c



Presto Universal Jar Closures 87

Throw away your old metal tops on Mason jars. Replace them with these new, modern aluminum-and-glass tops that provide positive protection against spoilage. Vacuum seal makes jar air-tight, bacteria-proof, time-proof. No metal touches contents, making contamination from acids impossible. Fit any standard Mason jar and many shapes and sizes of pickle and mayonnaise jars. Space on top to label contents. Package of 1 dozen tops complete, including rubber rings. Mlg. wt. 1½ lbs.



1. Top is glass. No metal can possibly touch contents.

2. Cap is Alcoa Aluminum-light, strong and clean.

3. When the aluminum cap is screwed tight contents are entirely safe from spoilage or leakage.

With PREM. 70c
Alone 35c

Rubber Rings No. 65

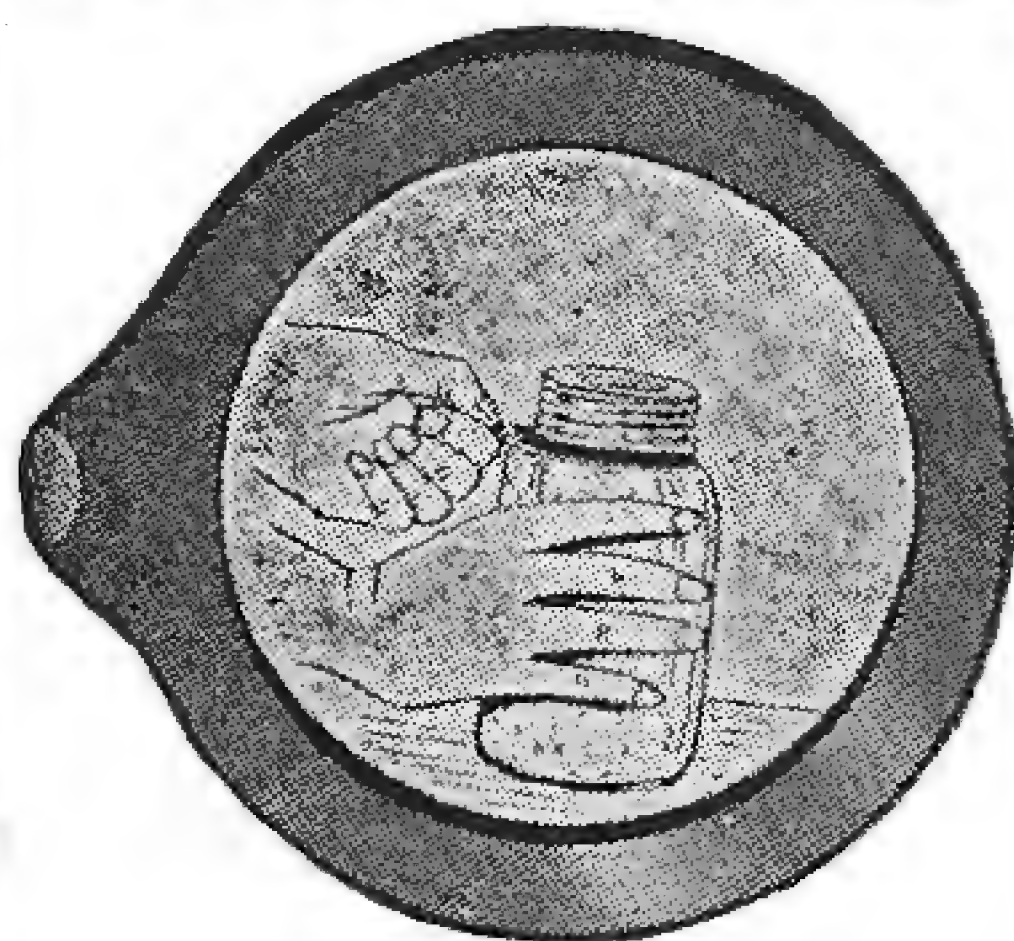
To be used only with Mason jars and the Presto Jar Closures 87, above. Mlg. wt. 6 oz.

Box of 3 doz., With PREM. 25c Alone 12½c

Presto Jar Rubbers No. 1

For Use on Mason or Wire Top Jars

The red ring with the large, white lip. For perfect sealing and easy opening. Live and strong; withstands boiling and steam. Just a pull on the large, easily gripped lip lets the air in and makes the tightest cap come off easily.



Mlg. wt. 6 oz.
3 Boxes of 1 dozen each,
With PREM. 25c
Alone 12½c

Rotary Ricer No. 12

Extremely handy in ricing potatoes, making apple sauce, preparation of baby's food, etc. Cone-shaped sieve, 8 in. deep and 7¼ in. in diameter at top. Large, heavy wood pestle, 10½ in. long. Height over all, 9 in.

Mlg. wt. 2¾ lbs.

With PREM. \$1

Alone 50c



Bean-X Slicer and Stringer No. 81

New, easy way to string and slice string beans. Saves time and waste. Beans cook faster, look and taste better. Prepared and cooked in less than half the time. More nutritious. All fibre strings removed. Made of non-rusting metal. 6½ in. long. Mlg. wt. 3 oz.

With PREMIUM \$1

Alone 50c

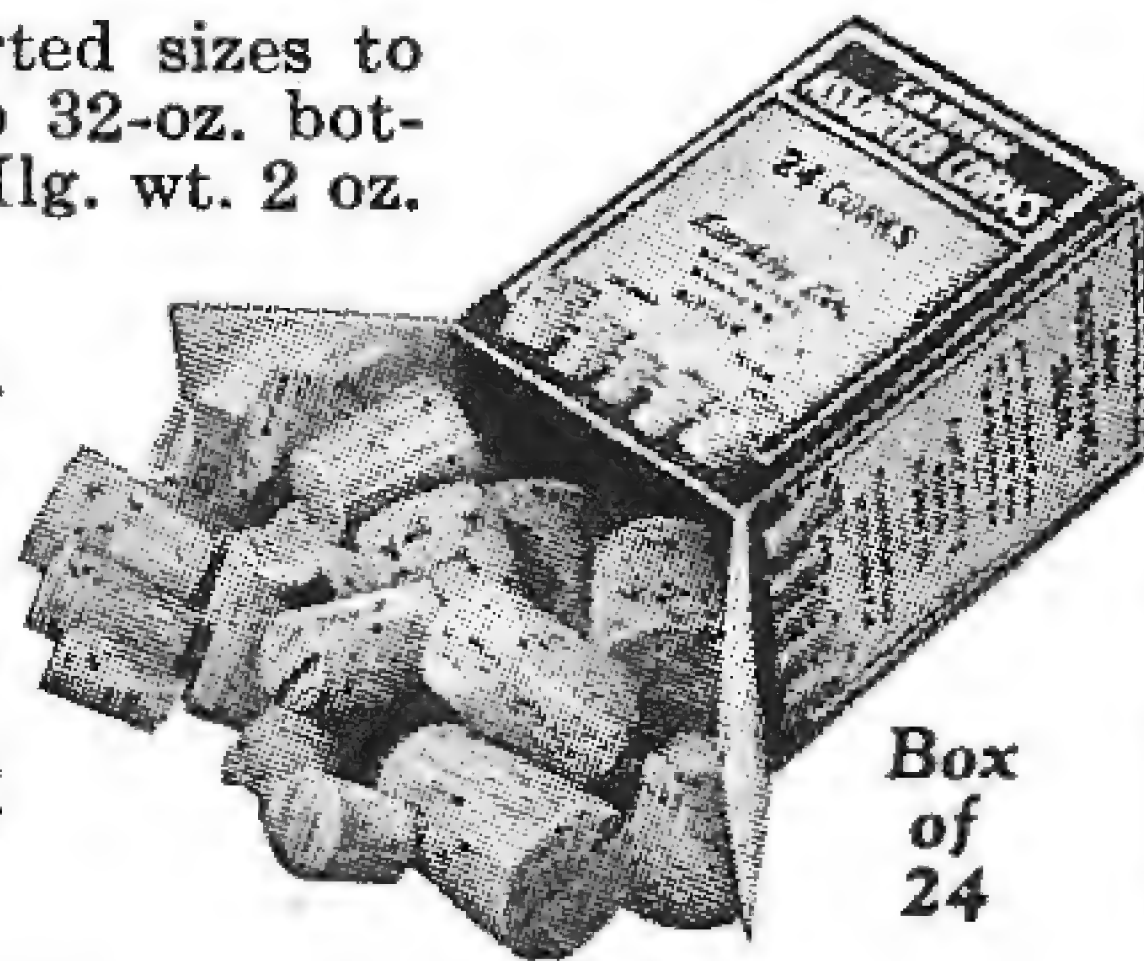


Corks

Assorted sizes to fit 2- to 32-oz. bottles. Mlg. wt. 2 oz.

With PREM. 25c

Alone 12½c



Box of 24

Food Chopper No. 1

Chops meats, vegetables, nuts, fruits, etc., clean and sharp. Three reversible steel plates and one double cutter — five adjustments for cutting from coarse to pulverized. Heavily tinned; does not rust. Top opening 2½ in. by 3¼ in.



Mlg. wt. 3¾ lbs.

With PREM. \$1.60

Alone 80c

How My Larkin Work Progressed

by

Mrs. Jacob Rosinus

of Connecticut

THIRTY-SEVEN years ago I organized my first Larkin Club. That same Club was reorganized again and again. Within a short time I had three Clubs running.

When I was married, twenty-six years ago, I had four Clubs in progress. Although after my marriage I moved to a city fifteen miles from my former home I was still able to keep my Larkin work going. It was much more difficult to travel fifteen miles in those days than it is to-day with our modern transportation. However, I made a visit once a month to my home town to collect my money and get the orders. Gradually I became acquainted with new friends and neighbors in my new home and was then able to extend my business to one more Club. Several years later I decided to try my hand at Pantry work, so in 1923 I sent for my Pantry. I just love the Pantry and take great delight in keeping it well stocked.

Won First Trip in 1932

My business increased as the years went by and four years ago I won my first trip to Buffalo. I have been back every year since and hope to be there again in August.

At present I am running a Club-of-10 and doing a fine Pantry business. Every August I start a Christmas Club-of-5. And my Edna May Dress orders have doubled since last year.

The new \$20 Edna May Dress Agreement, for which Rewards of \$12 worth of Coupons are given, is a marvelous plan. In a period of two weeks I have sent in two Agreements which equal orders for \$40 worth of dresses. The 50% Coupon Reward on Edna May Dresses makes selling these dresses very profitable, too. I was very much pleased the other day to hear of the same reward on some of the other Larkin Products, such as toilet preparations, cosmetics and pharmacals. Hardly a day goes by without some Sachet Powder being sold. I supply working girls from five large factories with Larkin Sachet Powder.

Now I am planning to start a Cozy Home Club and feel sure I will be as successful in this as I have been with my other Larkin work.

Former Members Wanted to Reorganize

by

Mrs. John Kingsley
of Michigan

I WAS a Larkin Secretary for about seventeen years and during that time was raising my family of six. Most of their nicest Christmas and birthday presents have been Larkin Premiums and they have proved to be so durable and satisfactory. I also have many useful additions to my home furnishings which I have bought with Coupons or at half price.

During the past few years, however, it was hard for people to be regular with their orders so I gave up trying to do more than send an order once a year. But in the last few months I have been getting calls from some of my old Club members, requesting me to start a Club again as they missed the Products and Premiums so much.

So I decided to see what I could do about it. I made a list of ten names and started calling on these friends and everyone agreed to join. I explained the Cozy Home Club plan to them and they liked it very well.

Club Reorganized in Half an Hour

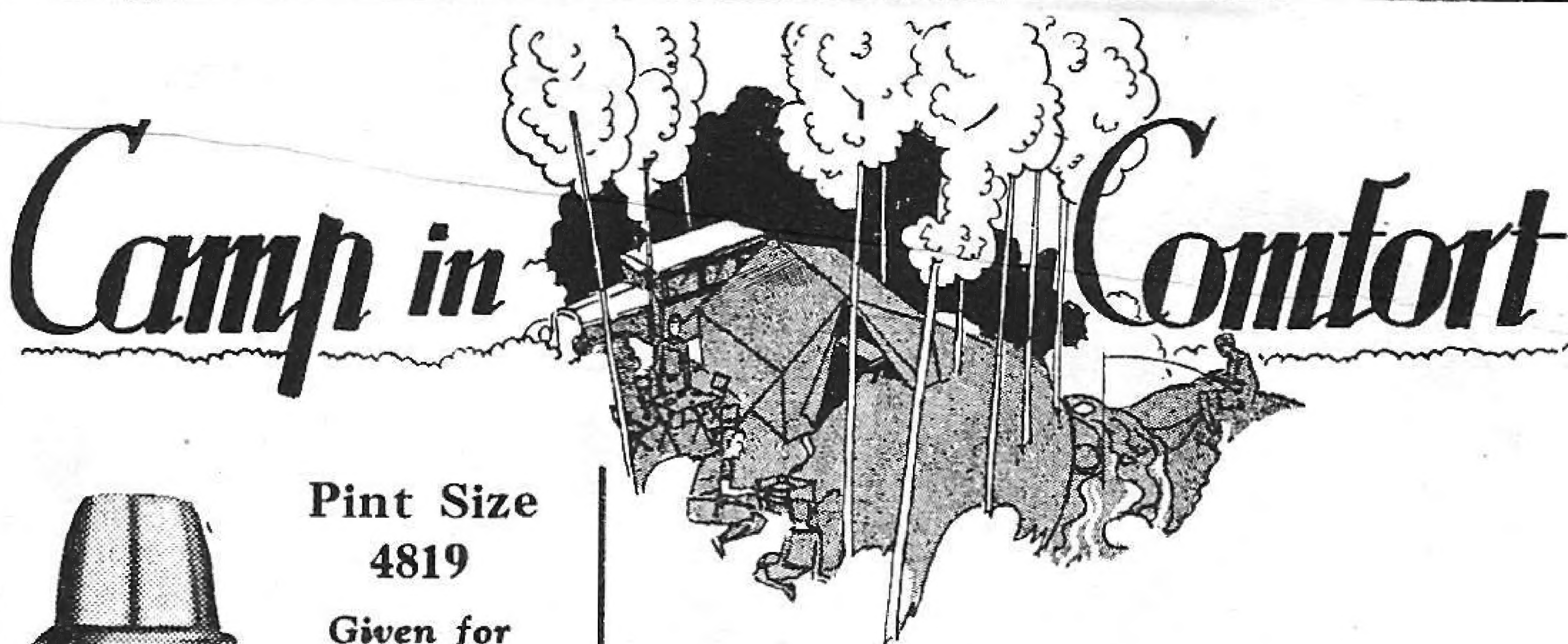
by

Mrs. Raymond Ricker
of Maine

I WOULD like to tell you how I reorganized my Cozy Home Club. I didn't ask one member to rejoin — all asked me.

Calling on one of my Club members the other day she said: "I hope you are starting the Club again, because I want an overnight bag and I want two shares. Another member told me not to forget her because she wants a glider (two shares). My third member is going to clothe her family with underwear (two shares); another wants a set of silver. My fifth, a tea wagon and yet another thinks Larkin Edna Mays can't be beat. My last one is joining to see me again for ten weeks. (This doesn't raise my conceit at all — she appreciates Larkin values!)"

This Club was reorganized in about half an hour and I didn't have to say, "Will you join?"



Camp in Comfort



Pint Size
4819

Given for
\$1.80

in Coupons

Mlg. wt.
1½ lbs.

Quart Size
4780

Given for
\$3.00

in Coupons

Mlg. wt.
2½ lbs.

Universal Super Vacuum Bottles

Factory tested for 24 hours. Will keep contents hot 24 hours or cold for 48. Metal case, beautiful new moire enamel finish in attractive color. Polished aluminum shoulder and cap. Removable glass filler specially selected.



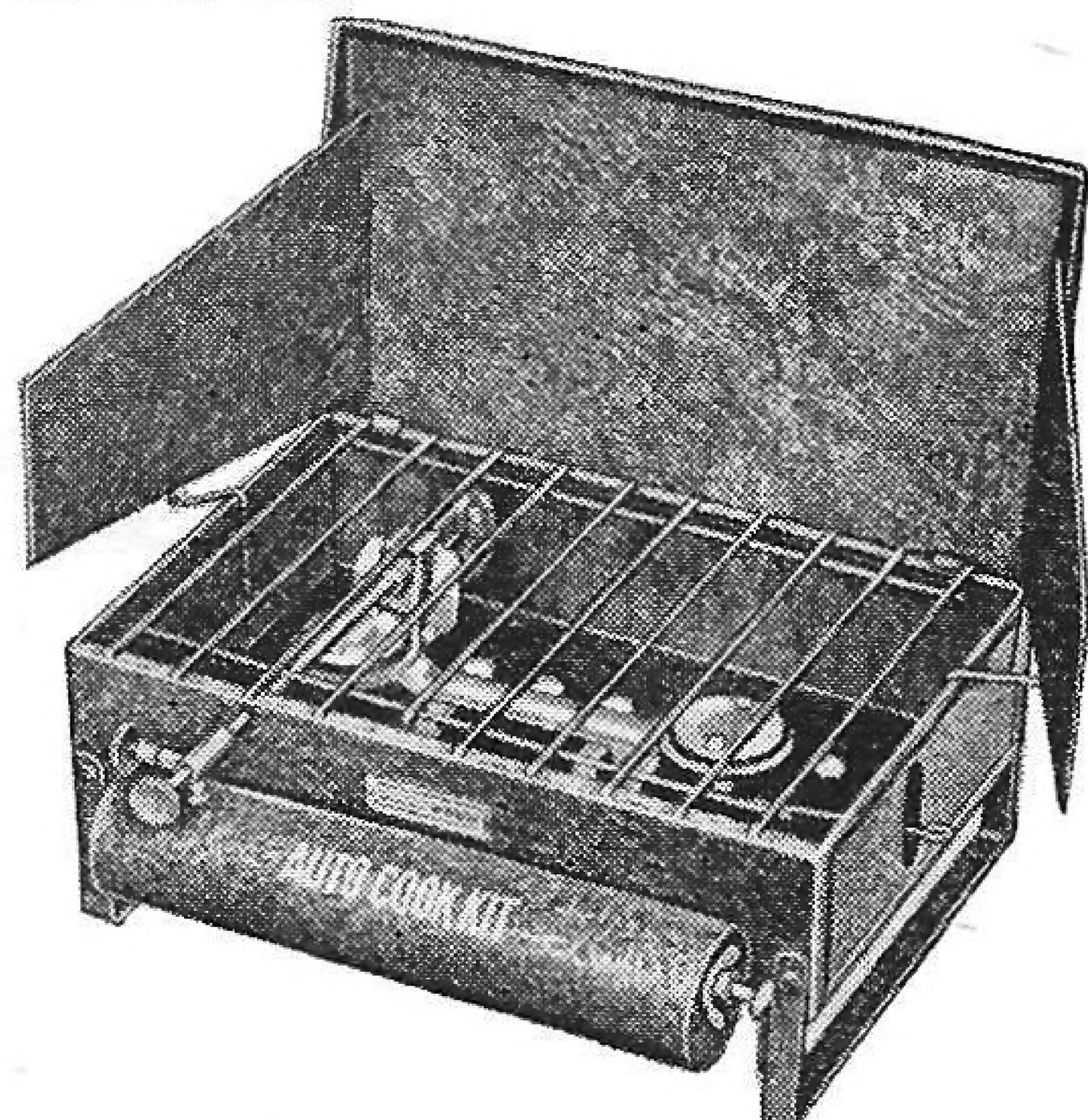
Lisk Thermal Jug

Unbreakable jug with white, porcelain enameled lining far superior to those with stone lining. Absolutely sanitary. Light in weight. Weighs only 5¾ lbs. One-gallon size. Efficient cork insulation. Keeps foods or liquids hot or cold. Tight-fitting aluminum plug with rubber washer. Aluminum drinking cup. Strong bail handle, with comfortable wood grip. Outside container of steel, nicely finished in pea green. Mlg. wt. 7 lbs.

2167 Given for
in Coupons **\$5**

"Prentiss-Wabers" Camp Stove

The handiest, most compact and best gasoline Camp Stove that has ever been made. Instant starting. No priming necessary. Large capacity tank and two big blue flame burners. Tank packs securely inside of stove when not in use. Pressure pump installed in tank, no parts to lose. Valve in pump prevents loss of pressure. Tank can be removed or filled without disturbing cooking utensils. Made of heavy gauge steel, finished in green, crystalline enamel. Cooking top, 17½ in. x 11 in. Heavy, substantial steel grate. Closed, stove is 18x11x4½ in. Carrying handle. Windshield protects burners from drafts. Mailing weight 17 lbs.



3889

Given
for

\$10

in
Coupons

"Eclipse" Camp Grill

Burns charcoal, wood or briquets. Unexcelled for picnics, corn and wiener roasts, camping or fishing parties. Gives quick, clean, even, intense heat that is best for broiling any meat, fowl or fish. Has no flame and can be used in parks where open fires are not allowed. Ideal for big parties; also for commercial use to cook "red-hots," etc., at fairs and road-side stands where the flavor it produces will increase sales.

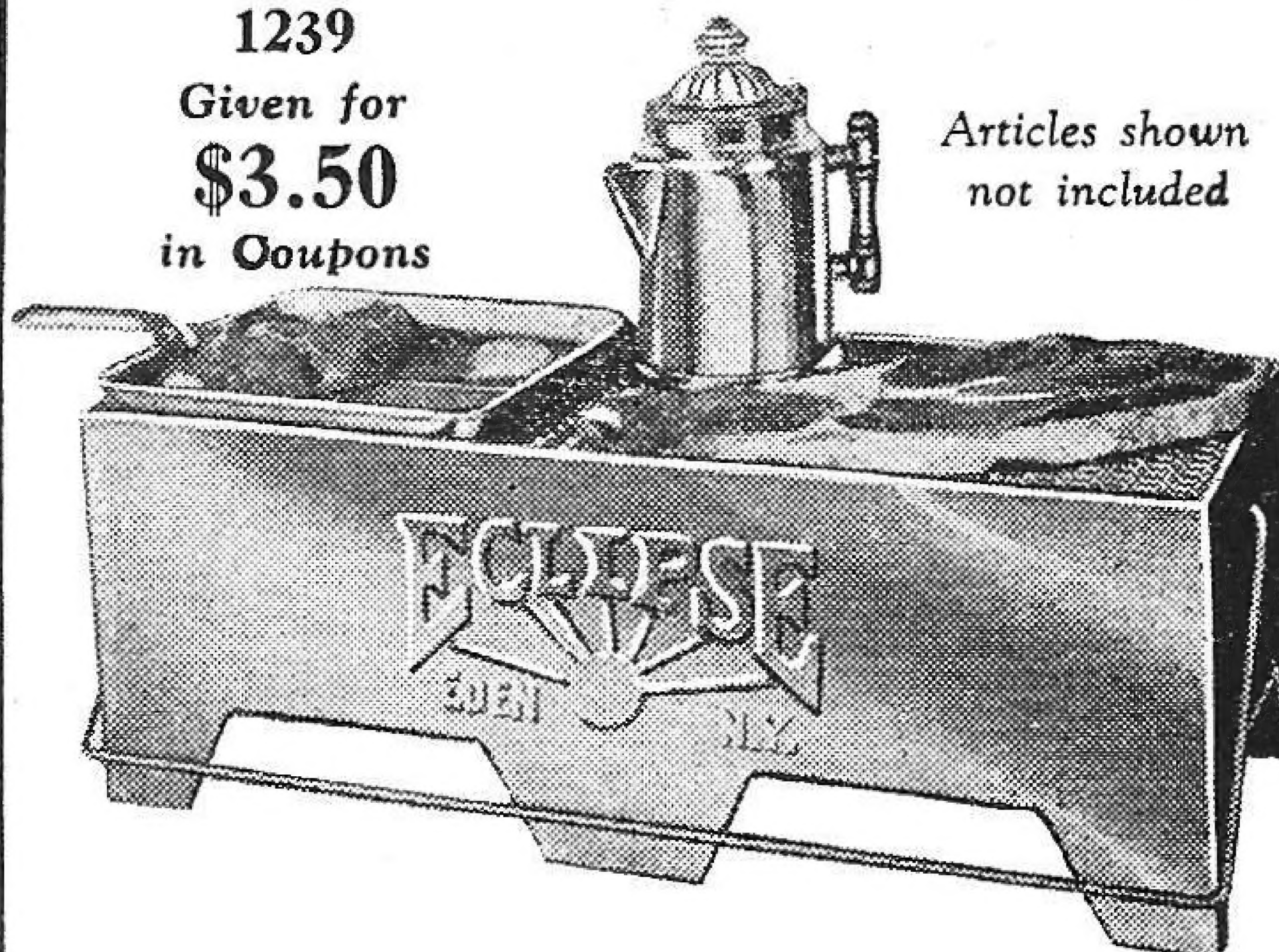
Body is one-piece steel. Grid of heavy steel grating. Pack your lunch and picnic things inside grill using it as a basket. Size over all: 22 in. long, 9 in. wide, 8 in. high. Mlg. wt. 11 lbs.

1239

Given for
\$3.50

in Coupons

Articles shown
not included



WHEN SUMMER COMES



PROTECTION AGAINST SUN-WIND AND RAIN

HOLLYWOOD SUNSHADES *Beautifully Your Home*

- Special Awning Fabric.
- Colorful Painted Stripes.
- Tape-Bound Scalloped Edges.
- Lacquered Iron Frame.

Now, practical and practical, these smart Hollywood sunshades give charm and beauty to your home, plus protection against sun, wind and rain. They are very well made of special awning fabric with tape-bound edges in harmonious colors that blend with every style of house. Scallop-edged curtain bound with tape.

Obtainable in your choice of two beautiful patterns, designated by G and H as shown. Be sure to specify the pattern wanted. Rust-proof eyelets. Lacquered frame. Easy to install. The four sizes below fill practically every need.

Width	Num. for Cops.	For Cops.	Min. Wt.
2 ft. 6 in.	2434	\$1.75	2 1/2 lbs.
3 ft.	2436	1.40	2 1/2 lbs.
3 ft. 6 in.	2474	1.00	1 lb.
4 ft.	2488	1.80	2 1/2 lbs.



CUSTOM TAILORED

AWNINGS READY-MADE

Now, custom-built, super-quality, custom-tailored awnings, made with superlative care that insure long service. A wide range of sizes to fit every need. Made of specially constructed, high-grade, light-colored awning fabric under our own specifications. Cut in line with tape-bound edges to finish adequate shades. Striped with fast color pigments. Three striking patterns, A, B and C. Be sure to specify pattern wanted. Ten days required to fill orders. Shipped from Toledo, Ohio.

From 2 ft. 6 in. to 4 ft. 6 in. deep 20 in. projection, 26 in. wall including 10 in. scalloped tape-bound curtain and 6 in. hand for frame. Sizes from 4 ft. 6 in. to 10 ft. 6 in. deep 20 in. projection, 26 in. wall including 12 in. scalloped tape-bound curtain and 10 in. hand for frame. All have rust-proof sliding brass eyelets.

Width	Num. for Cops.	For Cops.	Min. Wt.
2 ft. 6 in.	3084	\$ 3.80	5 1/2 lbs.
3 ft.	3086	4.00	5 1/2 lbs.
3 ft. 6 in.	3084	4.50	7 1/2 lbs.
4 ft.	3091	5.00	7 1/2 lbs.
4 ft. 6 in.	3098	5.50	11 1/2 lbs.
5 ft.	3108	6.00	11 1/2 lbs.
5 ft. 6 in.	3112	9.20	14 1/2 lbs.
6 ft.	3122	9.50	15 1/2 lbs.
6 ft. 6 in.	3123	10.00	16 1/2 lbs.
7 ft.	3137	10.50	16 1/2 lbs.
7 ft. 6 in.	3145	11.50	17 1/2 lbs.
8 ft.	3147	12.00	18 1/2 lbs.
8 ft. 6 in.	3149	12.00	18 1/2 lbs.
9 ft.	3151	12.50	18 1/2 lbs.
9 ft. 6 in.	3152	13.00	19 1/2 lbs.
10 ft.	3153	13.50	20 1/2 lbs.
10 ft. 6 in.	3156	14.50	20 1/2 lbs.
11 ft.	3157	14.70	21 1/2 lbs.
11 ft. 6 in.	3159	14.80	21 1/2 lbs.
12 ft.	3160	15.00	21 1/2 lbs.
12 ft. 6 in.	3161	15.50	22 1/2 lbs.
13 ft.	3168	16.00	23 1/2 lbs.
13 ft. 6 in.	3170	16.50	23 1/2 lbs.
14 ft.	3173	17.00	24 1/2 lbs.
14 ft. 6 in.	3174	17.50	24 1/2 lbs.

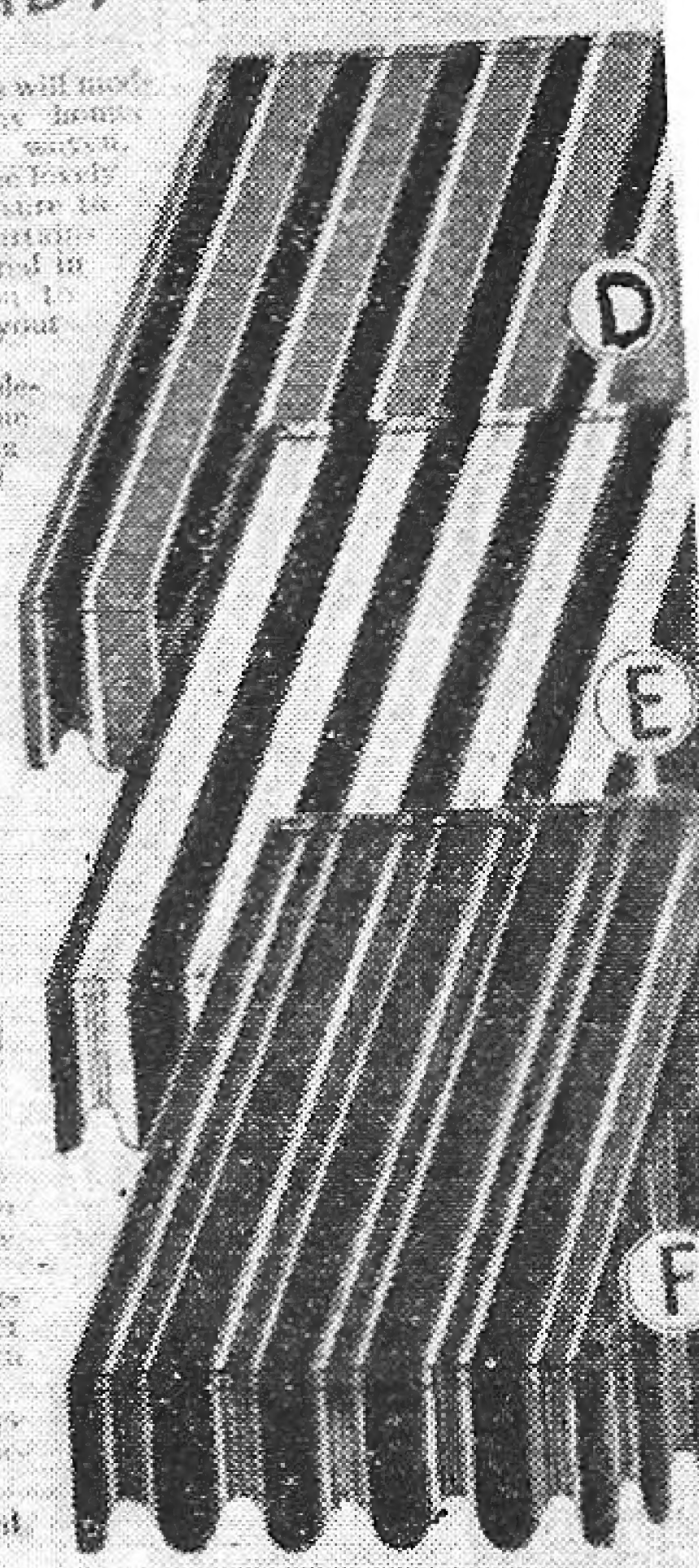
These ready-made, fancy-styled awnings will make beauty and harmony with any home. Made of specially constructed, light-colored awning fabric in your choice of three lovely patterns designated by D, E and F. Be sure to specify the pattern wanted. The porch curtains and valances pictured below are also offered in these same three patterns, enabling you to match awnings and curtains and giving your home throughout in complete harmony.

Retained of all stain-proof and double-seamed the highest W.C. tested for frame and window eyelets deep for attaching awnings. Made from top with and proof against water for attachment to building with exclusive patent screw eyes. 26 in. projection and 10 in. wall including 10 in. scalloped tape-bound, scalloped curtain, pleated, 10 in. hand for frame and rust-proof sliding brass eyelets. This is the only awning in the world that is practically every window suitable.

Width	Num. for Cops.	For Cops.	Min. Wt.
2 ft. 6 in.	2623	\$2.50	4 lbs.
3 ft.	2627	2.80	5 1/2 lbs.
3 ft. 6 in.	2688	3.00	5 1/2 lbs.
4 ft.	2689	3.30	5 1/2 lbs.

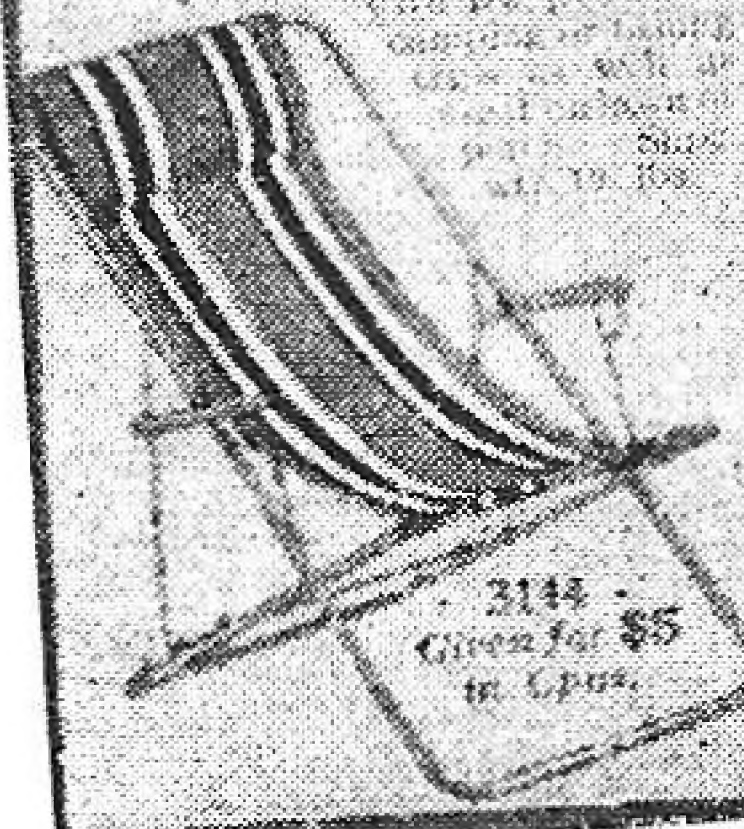
HOW TO ORDER

For ordinary window awnings, order with window distance from center to center of window. Order the nearest size window and porch awnings measure to width of window from center to center of window casing or porch supports and order the nearest size. For porch curtains measure depth between porch supports and order the nearest size. Be sure to specify pattern wanted.



METAL LAWN CHAIR

The Larkin Metal Lawn Chair is made of heavy-duty metal and is painted with a special paint that will not fade or peel. It is a very comfortable chair and is perfect for use on the lawn or in the garden. It is a very popular chair and is a must for every home.



PORCH CURTAINS and VALANCES

Ready-Made Porch Curtains

These ready-made porch curtains are made of a special fabric that is resistant to sun, wind and rain. They are a very beautiful and practical addition to any home. They are a must for every home.

Width	Num. for Cops.	For Cops.	Min. Wt.
2 ft. 6 in.	2449	\$5.20	6 1/2 lbs.
3 ft.	2450	6.50	7 1/2 lbs.
3 ft. 6 in.	2455	8.40	8 1/2 lbs.

24-IN. VALANCE

2224 One Dollar Yard Given for 50¢ in Coupons



THE whole purpose of this page is to awaken Larkin Secretaries to the amazing values in sunshades, awnings, porch curtains, and valances shown on the inside back cover of the Spring-and-Summer Larkin Catalog. This page which is reproduced at the left is printed in four colors as a catalog cover, thereby affording us the opportunity to show you the smart colors of the sunshades and awnings, curtains and valances.

For very little expense your home and those of your members may take on the colorful, inviting summer appearance which sunshades and awnings like these lend. You will be surprised, when you sit down with pencil and paper to figure the requirements for your home or your porch, at the little amount that is required to dress it up for the season.

Get the Larkin Catalog before you now. Study its values. Make your own home a more perfect summer abiding place than it has ever been. Teach your members how they may do it, too!



Balm Analgesic

Affords almost instant temporary relief in many forms of muscular and neuralgic pain. Highly efficacious for head colds and simple irritations of the nose and throat. Relieves simple headache. Excellent counter irritant in sprains, bruises, etc.

Mlg. wt. 2 oz.
Tube, With PREM. 60c
Alone 30c



Witch Hazel Extract

Larkin Witch Hazel is the finest extract of witch hazel that can be made. It is double distilled from the flowering twigs of the tree known as Hamamelis Virginiana, the best varieties of which for this use are found in the Eastern United States.

A cooling, soothing, refreshing application of wide usefulness. A popular after-shaving lotion. Mailing weight 1 3/4 lbs.

1-pt bottle, Alone 35c
With PREM. 70c

Mento-Kanfo

Mento-Kanfo, the result of long, scientific research, is an ointment for external application that embodies Menthol, Camphor and Boracic Acid and other valuable ingredients. The perfected product Mento-Kanfo is wonderfully effective, and applied externally, can be used freely without harmful effect.

Useful for treatment of chapped hands and lips, irritated skin, stiff neck, mosquito and insect bites. Benefits chilblains, sunburn, simple burns, cuts and bruises. Can be substituted for alcohol massage in relief of body weariness and aching muscles.



Tube,
With PREM. 25c
Alone 12 1/2c
Mlg. wt. 2 oz.

Jar,
With PREM. 35c
Alone 17 1/2c
Mlg. wt. 4 oz.



Aromatic Spirit of Ammonia



For faintness, simple headache, acid stomach. Quick stimulant. Always have a bottle on hand. Mlg. wt. 5 oz.

2-oz. bottle,
With PREM. 40c Alone 20c

Liquid Dentifrice

Cleanses the teeth, purifies the mouth, sweetens the breath and promotes a healthy condition of the gums. Has pleasing flavor and makes a plentiful foam. Mailing weight 6 oz.

2-oz. bottle,
With PREM. 30c
Alone 15c



Larko-San Tablets for Feminine Hygiene



A new
Larkin
Product

Odorless Stainless
Greaseless No Douching
Non-Irritating

Vial of 12
Tablets,

With PREM. 1.50
Alone 75c

After hundreds of hours of study and research work in the Larkin laboratories, we are able to present to married women a convenient, safe germicide for vaginal conditions requiring an efficient antiseptic.

Every married woman knows the importance of observing the simple rules of "Feminine Hygiene" to preserve health and happiness. Simply insert a Larko-San Tablet. It dissolves quickly in the natural secretions! Destroys germ life! No douching necessary! Mlg., wt. 2 oz.

Double Rewards!

Pair,

With
PREMIUM

\$1.60

Alone 80c

on these
Women's
RINGLESS
Chiffon
PURE SILK
Hose!

SELL these beautiful gossamer-sheer, ringless, pure silk hose to your Club members, friends and neighbors. Sheer and beautiful, these four-strand chiffons are at the same time extra strong and especially elastic.

The cradle-sole and toe are stoutly reinforced with fine mercerized lisle for extra wear. Toe-bloc prevents holes. Ravel-run-stop weave below picoted garter-top puts an end to all runs starting above it. All silk heel for greater comfort.

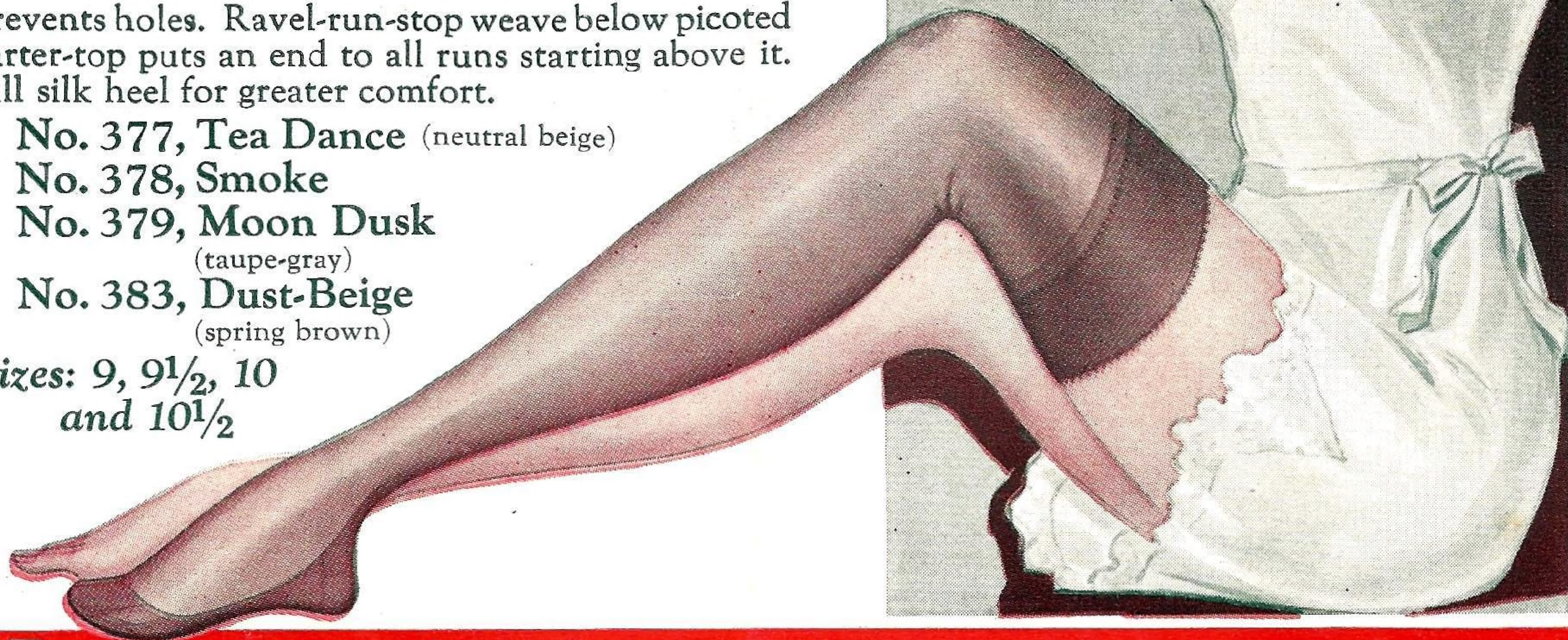
No. 377, Tea Dance (neutral beige)

No. 378, Smoke

No. 379, Moon Dusk
(taupe-gray)

No. 383, Dust-Beige
(spring brown)

Sizes: 9, 9½, 10
and 10½



Every Pair of these Hose You sell Earns You 40¢
in Coupons when sold in Rewardable Orders

